

PRINTERS' INK

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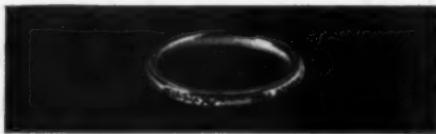
A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City

Vol. CLX, No. 13

NEW YORK, SEPTEMBER 29, 1932

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RE-STYLING A TRADITION



PERHAPS it was the solemnity of wedlock that impressed the imagination of the first designers of the wedding ring. Perhaps the simple, unfretted circlet spelled, for them, continuity, sincerity, oneness.

In 1915 the Traub Manufacturing Company of Detroit—house of craftsmen—threw this age-old tradition out of the window and presented the world with a ring of bridal flowers in rich relief. The Orange Blossom Ring caught the fancy of a free-thinking time and people and the plain band passed into the limbo of "once upon a time."

That was seventeen years ago. Recently, Dame Fashion began to hint of further change. Traub, sensing this unrest, sought the advice of Advertising Headquarters. Our merchandise authorities said, "Yes. Style your product to the new femininity." Style specialists were consulted and—behold!—Traub brought out a new and exquisite wedding ring for the brides of '33.

The motif is the same lovely bridal flower, but its delicate traceries have the simplicity of today, the spirit of 1933.

Trade-paper advertisements carried the message to jewelers. Direct-mail won the way into certain exclusive stores previously inaccessible. Then, consumer advertising broke the story to the public.

And so, the new Orange Blossom Ring was successfully introduced to a market carefully prepared to receive it.

N. W. AYER & SON, INC.
Advertising Headquarters

WASHINGTON SQUARE, PHILADELPHIA

New York Boston Chicago San Francisco Detroit London

SERS
VER-
ANY

Only Five Cities Top Milwaukee's Payroll

ALTHOUGH the nation's twelfth city **A** in population, Milwaukee rates sixth in the amount of wages paid by its manufacturers, according to the recently published Census figures.

The industrial payroll in Milwaukee exceeds by many millions of dollars those of Los Angeles, St. Louis, Boston, Baltimore and Pittsburgh.

This payroll is protected by a widely diversified output. Milwaukee leads the world in the manufacture of seventeen products, leads nationally in nine other products. Here is the well-balanced type of metropolitan market which is most able to buy today—and The Journal is precisely the type of newspaper, the "home read" family buying guide, that can produce sales for you now.

THE MILWAUKEE JOURNAL
FIRST BY MERIT

Issued
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June

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PRINTERS' INK

Registered U. S. Patent Office

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VOL. CLX

NEW YORK, SEPTEMBER 29, 1932

No. 13

Advertised Brands Proved to Be Best Profit Makers

This Survey Overturns Argument of Retailers That Manufacturers Use Stores as Mere Slot Machines

As Told to Andrew M. Howe by

F. A. Williams

Vice-President and Treasurer, Cannon Mills, Inc.

TWO years ago Cannon Mills made a series of tests* in retail stores which definitely proved that towels bearing the Cannon label outsold unbranded goods of the same quality and price at the rate of four to one.

This year, through similar tests, we have proved just as definitely and conclusively that there is actually *more profit* for the dealer in advertising our trade-marked brand than in private label merchandise.

The second survey has more than ordinary significance because of the fact that it was carried out during a period of black depression. Here unquestionably was the acid test; advertised brands were either profitable for the retail store or they were not, and the times were such that the exact situation could be dug out; if advertised brands were false-facing, if it was true that *per se* the dealer has to handle them to his detriment, the truth would be exposed.

In undertaking this survey we realized well enough that most progressive retailers are fully aware that advertised brands move faster. But many of them believe, doubtless conscientiously, privately labeled goods pay more profit.

We believed that this was not true as regards our towels. However, we wanted to get definite facts on the profit value of the Cannon name compared with the unbranded towel, even in these times.

So we planned another series of tests. Seven department stores, not the same ones used in 1930, were selected. The tests were conducted in almost the same manner as the previous tests. But this time Cannon towels were sold at prices *10 per cent higher than the unbranded towels*, thus placing a penalty on the advertised brand.

Before going into the details of how these tests were made, let's look at the results. The branded towels outsold the unbranded as follows:

D. H. Holmes & Co.	New Orleans	1 1/2	to 1
A. T. Lewis & Co.	Denver	1 1/2	to 1
G. Fox & Co.	Hartford	2 3/4	to 1
Bloomingdale's	New York	3	to 1
Emporium	St. Paul	3	to 1
Jones Store	Kansas City	5	to 1
Loeser's	Brooklyn	6 3/4	to 1

On the average, the branded towels outsold the unbranded towels 3.6 to 1. This compared with 4 to 1 in 1930, but at that time the branded and unbranded towels carried the same prices. This time Cannon towels were priced 10 per cent higher.

Thus, we have demonstrated the continued preference by the public for goods bearing our name, even at higher prices. More important,

*The tests to which Mr. Williams refers here were described at length in an article in the September 4, 1930, issue of *PRINTERS' INK* under the heading, "How Cannon Proved That Its Advertising Helped Dealers Sell."

Sept. 29, 1932

however, these figures give our retailers graphic, definite evidence that our merchandise will allow them to get a better margin of profit than they can obtain with unbranded goods.

Considering the price differential, the results are evidence of the cumulative value of our advertising. The longer and more we advertise, we believe, the greater the preference for our brand among consumers.

Retailers will be interested in this evidence of the value of a nationally advertised name. They will be more interested in the fact that each one of the stores co-operating in these tests made a greater profit on the branded goods because both branded and unbranded cost the stores exactly the same.

We insisted that the tests be conducted on a basis of absolute fairness. In the store at Hartford, Conn., for example, there were two downstairs, separated, aisle tables, one for branded and the other for unbranded, and the towels on each of these tables were reversed each day of the sale.

Upstairs there were four tables and here again the position of the towels was reversed each day.

On the tables carrying the Cannon product were signs labeled "Cannon Towels" and the size and price. On the tables carrying the unbranded goods were signs labeled "Turkish Towels" and the size and price.

We requested the stores not to inform the salespeople of the source of supply of the unbranded merchandise. They were told that they came from a large Southern mill.

Customers were not allowed to make their selection without first being shown the other towel. That is, when a customer came to a table on which a 35-cent Cannon towel with label was shown, she was also shown the unlabeled towel at 32 cents on the next table before she made her decision.

Stores were instructed to devote as much display space to the unbranded as the branded. This applied to windows as well as interior displays. Newspaper advertisements were prepared featuring both towels in equal space, giving the sizes and prices.

We realized that it would not be enough for us to present the re-



Other Fox News On Pages 5 and 24.

Now at the Lowest Prices Yet in Hartford
 You Can Restock Your Linen Closet From Our

**JUNE SALE OF
TURKISH TOWELS**

For Less Than Similar Qualities Ever Cost You Before

Big Fluffy
 Long-Wearing

**Turkish
Towels**

Size 22x44 inches

20c each

It would be hard to beat these towels at this price. Soft, absorbent long pile that won't pull or tear when you wring out. Completely woven with selected fibers to make them long life. Attractive hand border in shades of Jade, Blue, Orchid, French, Mauve and Rose.



The World's Thirstiest

**Cannon
Towels**

At Revolutionary Prices

Size 22x44 inches

22c each

These great Cannon Towels will make a good gift. When you are giving them as a gift, make sure they fit new linens around them, when it comes to long wear. Watch them come back from the wash and you will be surprised at the way they look. Then wrap yourself up in one and experience a sensation you "never had before." Smart new border in shades of Jade, Peacock, Blue, Orchid, French and Mauve.

G. FOX & CO.—SECOND FLLOOR.

Equal Space Was Given to Branded and Unbranded Towels in the Advertising

sults of this test to department store buyers and say: "Here is proof that you can make a profit with advertised brands. Now, it is up to you to do it."

We have always taken great pains to mind our own business and not go too far with our suggestions for retailers. We have felt that it was not in our province to tell retailers how they should run their businesses.

The retailers have appreciated

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the re-C
COMPANY

Rhode Island's Leading Industry Swings into High!



More than a century ago, power looms, said to be the first successfully started in America, were turning out woolen cloth in Rhode Island.

By 1929 woolen and worsted manufacturing had grown to annual production valued above 150 millions, paying 30½ millions in wages and salaries to more than 25,000 employees. Nearly one-fourth of America's workers in worsted mills are on Rhode Island payrolls.

This basic industry has been most prompt

to feel the stimulus of rising commodity prices, depleted stocks, reviving confidence. Recent reports from leading mills indicate full-time operations, and the expectation that improvement will be sustained.

Other local industries share the upward trend. Payrolls are higher; there is more spendable money; the clutch of fear upon purse-strings relaxes.

The Providence market, relatively favorable throughout the depression, takes its leading place in the forward movement.

Journal-Bulletin FAMILIES

In Rhode Island

2 OUT OF 3

*Average for State
as a Whole*

In Providence

19 OUT OF 20

A. B. C. City

*The PROVIDENCE
JOURNAL & BULLETIN*
Dominating New England's Second Largest Market



CHAS. H. EDDY CO. Representatives R. J. BIDWELL CO.
Boston • New York • Chicago • San Francisco • Los Angeles • Seattle

our attitude. But now, during these times, the retailers need help badly. We, as a manufacturer, cannot sit on the sidelines and see their profit margin dwindle without making some attempt at lending a helping hand. So, instead of presenting our figures with a "take it or leave it" attitude, we set out to find out exactly why the linen and domestic departments of department stores, in general, have not been profitable.

Set of Standards Suggested to Stores

We had trained investigators study the methods of successful departments to find out what made them successful. From the mass of data which was obtained during this survey a number of rules or standards were developed.

These standards, along with our test figures, were presented to a group of buyers from department stores at a style show and clinic on towel and sheet selling. Over 250 buyers, merchandise men and store owners, attended this meeting. They listened to Amos Parrish talk on the reasons for the failure of most department stores to make a profit on sheets and towels.

A book containing the suggested standards was presented to each buyer and we hope that it will show the way to many retailers to more profitable business.

As Mr. Parrish said at the clinic, the suggested standards are not complicated and are not new. They are, for the most part, merely statements of fundamental retail practices which, in the rush for more volume at lower prices, so many stores have overlooked or forgotten. They are blunt declarations which might seem to be so obvious that retailers would pay no attention to them. Here are a few specimen standards taken from the section on price. Retailers are asked to consider the following suggestions:

1. Good Towel and Sheet departments mark their merchandise at the prices their customers want to pay.

2. Good Towel and Sheet departments see that stocks are

properly balanced by price in relation to their sales.

3. Good Towel and Sheet departments are careful not to over-emphasize their lowest best selling price. They know such low price emphasis usually results disastrously to the volume and average sale of the department.

4. Good Towel and Sheet departments stock merchandise in limited quantities, above their highest best selling price. If stocks are too heavy above the highest selling price, accumulation of old stock and heavy mark-downs for the future can't help but result.

5. Good Towel and Sheet departments know that if, as and when the market prices on towels and sheets increase, it is important that stores quickly adjust their retail price lines so that they take full advantage of this.

6. Good Towel and Sheet departments will set prices for this fall to fit in with their customer demand and, at the same time, yield the store an adequate mark-up.

The titles of some of the other sections in this book explain the sort of information which was presented. Under "Analysis of Best Selling Prices" were presented the selling experience of a great many stores showing that 36.8 per cent of them gave 39 cents and upwards as the best selling price in towels. From these figures retailers should be able to control their stock intelligently.

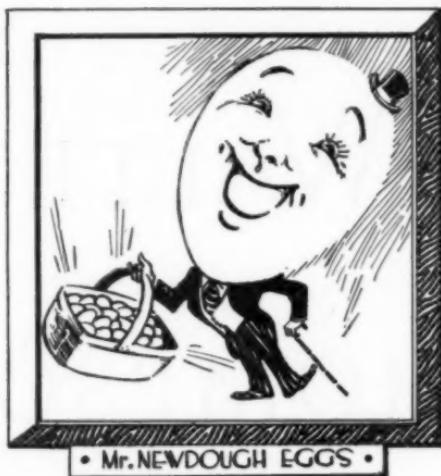
Other sections are devoted to Brand, Mark-Up, Mark-Down, Slow-Selling, Special Price, Price Line, Resource, Quality, Merchandise Control, Advertising, Selling and Display standards.

"Better Profits" the Main Purpose

There probably isn't a thing in that book that every buyer present at the meeting had not heard before. But here, in condensed form, is a manual which contains the successful methods of successful stores. The principles set down were all selected because they would contribute toward making better profits possible.

That is the key to this whole
(Continued on page 94)

A NEW IOWA HERO



• Mr. NEWDOUGH EGGS •

Without working overtime, Iowa's hens produce 180,000,000 dozen eggs a year, more than any other state in the Union. Naturally since Mr. Newdough Eggs has popped up 5c a dozen in price, this fellow who fries "over easy" as well as "straight up" is a hero to Iowans!

Since July 1, Mr. Eggs has added a lot to the SPENDABLE income of farmers, merchants and housewives in this state. And while new purchasing power is being talked about, the 47% rise in the price of hogs during the past 60 days is another reason why Iowans are feeling great!

Today Iowa has a new purchasing power . . . fresh, new dollars which are making the rounds on a new buying spree! Alert sales managers looking for a new line on the sales chart should concentrate on Iowa and the advertising columns of

The Des Moines Register and Tribune

245,241 Daily—217,418 Sunday A. B. C. A statewide circulation . . . the backbone of every successful advertising campaign in Iowa!

J. WALTER
THOMPSON
COMPANY

Product and market research
Merchandising
Complete advertising service in
newspapers, magazines, radio,
and outdoor

*An organization operating
on-the-ground in the market
centers of the world*

NEW YORK • 420 Lexington Avenue • 1 Wall Street

CHICAGO • 410 North Michigan Avenue

SAN FRANCISCO • BOSTON • CINCINNATI • ST. LOUIS
LOS ANGELES • MONTREAL • TORONTO • • London
Paris • Barcelona • Stockholm • Copenhagen • Berlin • Antwerp
Bucharest • São Paulo • Buenos Aires • Johannesburg • Bombay • Sydney

Coasting Is Always Done Down Hill

The Moral Is: Don't Defer Advertising Until the Eleventh Hour

By Fritz J. Frank

President, United Business Publishers, Inc.

THAT the passing of the depression will blow every company away from the rocks of disaster and toward the harbor of prosperity is a rather general belief. But a study of conditions existing at the termination of previous depressions affords scant grounds for this belief.

On the contrary we find that returning trade winds by no means distribute their favors impartially. A few companies move forward rapidly as soon as the fog begins to lift. Others move ahead slowly, while some actually continue to drift backward.

The businesses that respond instantly to the first favoring breezes naturally are those with sails spread in the shape of an improved product, an alert organization and an adequate marketing program. The others follow along in the order in which they are able to get themselves into competitive position. Some, however, find they do not move forward at all. They have taken in so much sail that even with general conditions improving they continue to drift backward. It will be recalled that even in the breeziest days of the Coolidge and early Hoover era the rate of business wrecks was far from zero.

The passing of the present depression, like the waning of its predecessors, doubtless will see many companies getting into action too late to save themselves, for rebuilding an organization that has been permitted to run down is more than an overnight job. Furthermore, product improvement is seldom a rapid process, and certainly advertising begun in the forenoon can hardly be expected to bear fruit before nightfall.

Failure to recognize this is probably the reason why depressions cause such marked changes in the roster of leaders in various fields.

The big names are exposed to the temptation to coast on their reputations, whereas the runners-up, always looking for an opening, are quick to act at the first sign the fog is lifting. By deferring action until the eleventh hour the leader's supremacy is threatened. The danger involved in delay is probably greater with respect to advertising than to any other factor making for a successful business, because of the time element inherent in advertising. An improved product can be rushed through under pressure. A moribund organization can be revivified quickly by expert hands, but time alone can ripen the fruits of advertising.

We hear men say, "I will advertise again when things improve," implying that they believe advertising to be immediate in its effect, when, as a matter of fact, to get the benefit of the pickup, they must begin to advertise well before the pickup.

We Are Now Being Sold

Many of us are driving three-year or four-year-old cars. Thousands of us hope to be able in the next six months to buy a badly needed new one. *We are now being sold the make we shall buy.* The automobile manufacturer who withholds his four-color spreads until we are ready to place the order will find he has waited too long, for our preferences are being formed long before we are ready to make the actual purchase.

We distrust the unknown, and prefer to buy that with which we are favorably acquainted, whether it be a pair of shoes, a face cream, a life insurance policy or an automatic lathe.

Whether the indications that the present depression is passing are genuine, no one can say, but cer-

tainly the time has come for the head of every business to banish from the minds of his executives the negative attitude that is depression-bred and supplant it with a constructive, forward-looking attitude toward the future of the business. The change will not prove an easy one to effect, for a depression is regarded by many men as an opportunity to take a mental vacation. Not only is it a convenient excuse for inertia, but a handy alibi as well.

Some may find it almost impossible to change their outlook, and will prove to be incapable of recognizing that the sales curve of their company might be aimed upward once more, provided they bend their efforts toward reversing its trend. Such men become so habituated to inaction that when the time to fight arrives they are unable to shake off their lethargy.

Oddly, these men often have an exaggerated conception of the impregnability of their respective companies. "The time is not ripe for action by the Blank Company. We will wait until business gets better." Business gets better but not for the Blank Company, and one day the Blank Company loses its identity by what is euphemistically termed a "merger" with a hustling competitor, not yet old enough to know that coasting is always done down hill.

Just as advertising builds repu-

tation, impression upon impression, so does a protracted period of non-advertising cause a gradual fading of reputation. Unfortunately there is no moratorium or forgetting. Reputations fade just as fast in dull times as in good. Eleventh hour restoration of dimmed reputations is not always unsuccessful, but it is always costly. Better not wait until the wood begins to rot before applying a coat of paint.

Which brings up the question of the wisdom of withholding from the market an improved product simply because the present volume of business is subnormal. Educating prospective buyers in any field on the advantages of even a markedly better product takes time. Why defer the marketing of a superior article until demand is greater, when the presentation of the better product will in itself stimulate demand? An examination of conditions prevailing in the later periods of past depressions reveals that the invention and marketing of new and improved products has played a major role in speeding depressions on their way out.

Depressions do not end of themselves. *They are ended*, largely by the development and intelligent marketing of products so attractive to the buyer that he *must* buy. Therefore, advertising, marketing's ablest lieutenant, will help those who use it wisely to be among the first to profit.

With Ruthrauff & Ryan at Detroit

Fred Barrett has joined the Detroit office of Ruthrauff & Ryan, Inc. For eleven years he has been with C. C. Wingham, Inc., where he headed the media and markets department. He also was a director of the agency.

Joins Beckwith

B. C. Anderson-Smith, for the last five years in charge of the automobile department of the *Cleveland News*, has been appointed manager of the Detroit office of The Beckwith Special Agency, Inc., publishers' representative.

Joins Donovan-Armstrong

Neilson M. Mathews, formerly with the Curtis Publishing Company, has joined Donovan-Armstrong, Philadelphia advertising agency. He will handle the new business department.

Galey, Western Manager, Tower Magazines

S. B. Galey, formerly with the Chicago office of the J. Walter Thompson Company and prior to that head of his own publishers' representative business, has been appointed Western manager, at Chicago, of Tower Magazines.

"Oregonian" Reappoints

Verree & Conklin, Inc., publishers' representative, which until two years ago represented the Portland *Oregonian* over a period of twenty-two years, resumes national representation of that paper on November 1.

To Get Razor Blade Account

The Marathon Razor Blade Company, Irvington, N. J., has appointed the Advertising Associates, Newark, N. J., to direct its advertising account, effective October 1. Newspapers will be used.

Face Powder Added to Pond's Line

PRELIMINARY advertising starts in October magazines on Pond's face powder. This follows a test conducted among more than 400 members of women's organizations to ascertain their preference for one of several formulas developed. This direct consumer investigation yielded the most favorable response ever obtained in such surveys made for Pond's products.

Attractive glass containers of the new product will retail at 50 cents and \$1. A paper package will bring 25 cents and another, largely for chain-store distribution, is priced at 10 cents. National distribution is being completed for introduction of the new product to retailers in a combination offer with other Pond's products.

The Pond's Extract Company was founded in 1846. To its widely advertised extract, it added Pond's Cold Cream in 1906, and its tissue and skin freshener in 1927. These items are now among the nationally advertised leaders.

The face powder, through an



A Display Piece Designed for the New Pond's Face Powder

extensive advertising campaign which will get under way next year, is expected to qualify as a member of the family in good standing within a short time.

Two Agencies Merge New York Offices

Blackett-Sample-Hummert, Inc., and the Gardner Advertising Company will, effective October 1, merge the business of their New York offices, which will function as Blackett, Sample, Hummert & Gardner, a New York corporation.

Officers are: Herbert S. Gardner, chairman; E. Frank Hummert, president; William J. Moll, vice-president; J. Glen Sample, secretary; Hill Blackett, treasurer and Dwight L. Monaco, assistant treasurer.

The board of directors includes Messrs. Gardner, Hummert, Moll, Sample and Blackett.

The Western offices of Blackett-Sample-Hummert, Inc., and the Gardner company, will continue their operation independently as heretofore.

Directs Squibb-01 Campaign

E. R. Squibb & Sons have appointed Lennen & Mitchell, Inc., New York, as advertising counsel for Squibb-01, liquid petrolatum. Newspapers in a number of cities and weekly magazines will be used.

"Liberty" Meets Canadian Situation

Liberty, which organized a Canadian company to publish a Canadian edition to counteract the poundage tax enforced on American magazines, now announces a broadening of policy to allow greater flexibility for advertisers in the Canadian market.

Under the new policy (1) the full run may be bought; (2) reprinting of American advertising may be run to provide changes in address or price or a complete change of copy for the Canadian readers; (3) the Canadian edition may be bought separately, and (4) the American edition may be bought separately.

W. M. Philpott has been appointed manager of the Canadian office of *Liberty*, with headquarters in Toronto. He will be in charge of advertising in the Canadian edition. He was formerly with the *New York Daily News*.

Appoints B., B., D. & O.

Daniel Reeves, Inc., operating more than 700 grocery stores in the Greater New York area, has appointed Batten, Barton, Durstine & Osborn, Inc., as its advertising agency.



The game is won at HOME!

• When the shouting and tumult dies—when the players and the fans depart—one unalterable fact remains: *The game was won at HOME!*

For the game must always be won at home. In every sport, in every endeavor, in every business, there is a goal to be reached—and the winner is the one who reaches that goal first, or crosses it most often.

In your endeavor to reach the Detroit market, to win the rich prize this market holds, there is only one sure way of reaching HOME first—of blanketing opposition! That is, by making your approach through the pages of *The Detroit News*.

For *The Detroit News* is one of the greatest home papers in America . . . a most outstanding example of thorough home coverage by a single newspaper in a market of major national importance.

With the largest circulation of any newspaper in the state of Michigan, the *News* delivers 76% of its city circulation directly into the home . . . and this means into 71% of the better income homes of Detroit!

That the importance of this is recognized by leading advertisers is established by the fact that for the last 18 years *The Detroit News* has been among the first four papers in advertising lineage in all America.

The Detroit News

New York
L. A. KLEIN, INC.

THE HOME NEWSPAPER

Chicago
J. E. LUTZ

*.. but DID you get
the BUSINESS?*



What is your answer to old man stockholder? He's hard-boiled; he knows the world war is over, but he also knows equally well that he is in the

middle of another war . . . war on waste.

He wants dividends and he knows that dividends com

Chicago

more ab

newspape

THE CHICAGO
CONCENTRATED QUALITY QU EVEN

National Advertising Representat
256 Park

ORGE A
YORK

Copyright, 1932, The Chicago Daily News, Inc.

CHICAGO
Palmolive Building

PHILADELPHIA
Record Bldg.

DETROIT
New Center B

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from profits . . . sales returns that exceed sales expense. In his present mood you can no longer interest him in fine-spun theories and a lot of advertising jargon. After the budget is spent there is just one thing he is going to ask you . . . "Did you get the business?"

If your answer is "Yes," then we don't need to explain. But if your answer is "No," the situation may become a little embarrassing.

The Chicago Daily News gives you coverage, a-plenty . . . intense and faithful reader interest . . . circulation in Chicago, in the evening, in the home, in the family, where it will do the most good . . . the net of which spells *results!*

Chicago merchants, who know more about the local Chicago newspaper situation, obviously,

than anybody else, use The Daily News more than any other Chicago paper . . . morning or evening. They use more space in The Daily News than in the two morning papers combined, and for the most part more space in the six-day issues of The Daily News than in the seven-day issues of any other Chicago newspaper.

Everybody is asking "Why does The Daily News get the advertising?" The answer is "Because its advertisers get results."

The Chicago Daily News, with its circulation 96% concentrated . . . no Scaterville . . . no predators (tomorrow's date on today's paper) . . . no premiums . . . is astounding the advertising and publishing worlds by piling up the biggest comparative advertising showing of any newspaper in the United States.

CHICAGO DAILY NEWS

Y QU EVENING CIRCULATION

representatives: GEORGE A. McDEVITT CO.
250 Park Avenue, NEW YORK

DETROIT: 111 N. GRAND RIVER, N. FRANCISCO: 111 N. FRANCISCO
Center Building

Financial Advertising Offices
NEW YORK 165 Broadway CHICAGO 29 S. LaSalle Street



41 new bright spots!



NEW stores are the best statistics of new prosperity. Ringing cash registers are the best proof of reviving sales. The rich Oklahoma City trade territory, with its 1,021,249 ready-and-able-to-buy-now customers, is millions of dollars richer because of 29% to 70% higher prices on cotton and cattle, on produce and pigs, on lead and oil. Retail and wholesale sales in September soared above August records.

Within the past few weeks 41 new firms have opened for business in Oklahoma City—or old firms have enlarged their quarters! Local merchants know that Oklahomans are buying. You can sell here and now with the economical help of the *Oklahoman* and *Times*. The *Oklahoman* and *Times* offer you a combined daily circulation of 182,818—nearly four times more than the third paper! More circulation than all 20 other daily papers in this area combined—at a 60% lower milline rate!

THE DAILY OKLAHOMAN OKLAHOMA CITY TIMES

THE OKLAHOMA PUBLISHING COMPANY
The Oklahoma Farmer-Stockman Radio Station WKY
Representatives—E. KATZ SPECIAL ADVERTISING AGENCY

Using the Home Town Market as a Merchandising Laboratory

Williams Oil-O-Matic Puts on a Local Sales Campaign to Prove That Product Can Be Sold in Saturated Market

By D. M. Frank

Advertising Manager, Williams Oil-O-Matic Heating Corp.

WE believe merchandising campaigns for dealer use should be tested and proved. With that thought in mind we recently used our home town of Bloomington as a merchandising laboratory.

When our new Oil-O-Matic, the Model KB, was introduced in Bloomington, it was decided to stage a thirty-day campaign. To prove conclusively to our dealer organization that certain causes will produce certain effects, it was decided that campaign procedure would follow, to the letter, the same procedure as staged in dealer territories.

As the home city has had a sales campaign staged at least once each year, over 800 homes already had Oil-O-Matic installations before the campaign opened. These two factors might be considered our competition. They brought us face to face with a degree of saturation rarely encountered by our dealers.

In spite of the apparent thoroughness with which the city had been worked, and in spite of the fact that the city is our own home town, not more than 25 per cent of the homes had ever been canvassed during previous campaigns.

Accordingly, it was decided to start from scratch in staging the local campaign. Contact with every Bloomington and Normal home during the thirty days was set up as our first job.

As the initial step in campaign preparation, a large map of the two cities, with all streets clearly indicated, was marked off into eighteen territories. Divisions were made, not so much to equalize the number of homes in each district, but rather to equalize sales possibilities. The wealthiest districts were made smaller and those of

lesser means enlarged, to provide practically the same possibilities.

So that the factory might have the entire supervision of campaign activity, the sales drive was featured as a Bloomington Factory-to-User Sales Campaign.

Following out the policy always advocated for dealers, a centrally located office was established as campaign headquarters. Two special phones were installed and the room was equipped with desks and chairs. In this room, at eight o'clock each morning of the campaign, a sales meeting was held. At this meeting the day's work was outlined, experiences were exchanged, and specific instructions discussed.

Gold Painted Burner on Display

A special gold painted Oil-O-Matic burner was kept in the display window during the campaign period. Each night a spot light was focused on the display. Campaign headquarters was prominently identified by a sign in front of the building, and a huge canvas sign stretching from one side of the street to the other.

In selecting campaign personnel, it was decided to uncover some of the latent sales talent of various members of the factory organization. Accordingly, eighteen men who had been engaged in various duties in shop and office were selected. Each one was put in charge of one of the eighteen territories in the capacity of district representative.

Four, more experienced members of the organization, were appointed supervisors and placed in charge of groups or districts. Supervisors guided the district representatives in their canvassing and

sales work, offered advice on special problems and assumed the role of super-salesmen when the district representatives required assistance in closing sales.

In charge of all campaign activities was the campaign manager, chosen on the basis of experience in many similar campaigns in the past.

**Day-by-Day Record
Kept on Chart**

On a chart which hung on the wall in headquarters a day-by-day report of sales was kept. Two major divisions under the names of the two captains were shown. These were broken down, in turn, by territories showing the district representative's name, together with the supervisor. Marked up each evening, this chart proved a challenge to each campaigner to keep going at top speed.

A 600-line newspaper advertisement announced the campaign on the day preceding the opening.

Where test campaigns have been conducted in dealer points, an offer of 200 gallons of oil free with the purchase of each Oil-O-Matic sold proved a powerful sales lever. This was featured for the Bloomington campaign both as 200 gallons of oil and its equivalent of six weeks heat free.

A time payment plan was featured.

A reprint of the first advertisement was placed on the door step of every home the second day of the campaign.

This was followed up by other advertisements run at regular intervals during the thirty-day period.

A complete list of owners in the city was prepared under the title, "Around the Town with Oil-O-Matic." One of these lists was placed in the hands of every campaign worker. Owners were classified alphabetically and by streets.

This latter proved especially effective during interviews. When the prospect hesitated, it proved a powerful lever to display a list of owners on that same street.

The nature of the campaign brought everyone of the factory

organization in close touch with it. Accordingly, when the first report on any prospect was examined and it was evident that something stood in the way of the sale, it was an easy matter to find various ones in the organization who knew the prospect. Their conversation, and letters from executives to the prospect, went far toward fostering a favorable decision.

Telephone contacts kept our product fresh in the minds of prospects.

Every home was visited, whether it had a furnace or not. As canvass cards were assigned district representatives each morning, the supervisor indicated on a map the territory covered.

To guide the representative in securing additional information, a special canvass card had been prepared. With the aid of a city directory every home in each district was recorded and the name of the occupant transferred to the canvass card. A notation identified the occupant of the home as owner or renter. In one corner of the card the district number was prominently written.

Between thirty and forty of these cards were assigned the representative each morning for canvass during the day.

The representative secured information which enabled him to fill out the spaces on the card to indicate the kind of fuel, whether or not the prospect had thought of oil heat, information as to how the home water supply was heated and also whether the person interviewed was using ice or electric refrigeration.

**Inspection Offered
Free**

During the interview a heating plant inspection was offered the prospect, without cost. During the course of the inspection, further information was secured regarding the number of tons of coal used, whether or not the next season's coal was in the basement, the name of manufacturer of boiler or furnace, general condition, when last repaired, size of grate and information as to whether an oil

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storage tank could be placed in the basement. The card was designed in such a manner that the questions were logically introduced in a conversational and simplified manner.

At the end of each day, the representative conferred with his supervisor. Prospect names were classified according to a standard rating: A-1—live, ready to close; A—live, will buy (date ____); B—live, call back (date ____); C—good, non-committal, could buy; D—doubtful; X—discard.

It is impossible to single out one individual and say "that man is an A-1 prospect." This was brought home to us by the fact that not even 50 per cent of the prospects in this class were closed. And it was surprising how many prospects bought who were rated "X" after the first interview.

For each prospect card turned in, bearing adequate information for classification, the representative received 5 cents. During the first eighteen working days of the campaign, the representative had exclusive right in his own appointed territory. Every sale made there entitled him to the commission.

During the first eighteen working days, the representatives engaged in canvassing and selling

efforts. During the twenty-seven working days of the campaign, eighty Oil-O-Matics were sold. Most significant of all—70 per cent of these sales were made to people not previously listed as prospects. In other words, our thorough canvass uncovered what might be termed an unknown market in a community that already had over 800 installations.

During the first twenty-four days of the campaign, the sales average was one burner per day. We were rather disconcerted by this fact. During the final days, however, it was proved to us that preliminary work, as unfruitful as it seems, pays. During the last four days of the campaign fifty-six sales were closed. For two weeks after the official close of the campaign orders came in voluntarily from people who had been contacted.

These eighty sales in thirty days proved for us the soundness of our merchandising plan. We have taken full recognition of the times and the measures they require. Where six salesmen and canvassers had been deemed sufficient in previous years, eighteen district representatives and eight campaign officials participated in active campaigning in 1932.

* * *

When Lambert Made His Bet

ALL of the boosters and well-wishers of Gerard B. Lambert, yachtsman and dramatic advertiser, are watching the increase in Gillette earnings with great interest. Remembering his famous contract by which the Listerine man was to be paid nothing by Gillette unless the earnings passed a certain amount, they are hopefully cheering him on. It was \$5 a share annual earnings he had to pass to make big money on one of the most unusual contracts ever made.

A discussion of this contract reminded George Delacorte, Jr., genial publisher of *Ballyhoo* and twenty other publications, about a

story told him by a big food packing executive. The story is like this. It seems that when a Gillette executive approached the man who put over Listerine in a big way with the unusual contract, everything was all set and ready to be signed when a certain question was asked.

"Of course, you use a Gillette, don't you, Mr. Lambert," is the way the question is said to have been put. Mr. Lambert didn't, never had, always had used another type of razor.

"But don't let that worry you in the least," he is said to have answered. "I never gargled my throat with Listerine either."

Comic Strips in Pompeii, Too?

NEWELL-EMMETT COMPANY, INC.
NEW YORK

Editor of Printers' Ink:

Mr. Lennen's letter, set forth in your issue of September 8, giving Old Gold and Lennen & Mitchell credit for having originated and pioneered the comic strip, caused several of us to sit right up and say, "Why, Mr. Lennen!"

How short-lived is the average memory!

Attached are Photostats* of two of several comic strips drawn by Clare Briggs, which appeared in newspaper advertising in 1920-21, prepared by Newell-Emmett Company for Liggett & Myers, advertising Piedmont cigarettes. In the same campaign, strip cartoons by Roland Kirby and single picture cartoons by Fontaine Fox were also used.

Nor can we claim these as originating or pioneering the comic strip idea. In 1912-13, the Colgate company used an adaptation of the comic strip to advertise Cashmere Bouquet Toilet Soap. These advertisements were prepared by Clarence Newell and James Benedict of Frank Seaman Company, and

*One of these is reproduced herewith.

"Bridge Forum" Appears

Bridge Forum, devoted to contract bridge, made its appearance with the September issue. It is published by Gene Clifford, Inc., 45 West 45th Street, New York.

Robert Hage is managing editor; O. B. Mead, business manager; Gene Clifford, editor, and Irving S. Sayford, advertising manager.

Ward & Larson, New York, are advertising representatives.

Appoints Moser, Cotins & Brown

Robinson Brothers, Brooklyn, N. Y., Buffalo ammonia, have appointed Moser, Cotins & Brown, Inc., to direct their advertising account.

were approved by George S. Fowler, then advertising manager of Colgate & Company and now a member of the Newell-Emmett Company.



Clare Briggs Drew the Strip for this Newspaper Advertisement Which Appeared in 1920

Perhaps it will be eventually proved that comic strip advertising had its origin in the advertising signs on the walls of Pompeii. At any event, the records of history will not place 1927-28 as the date of their origin.

R. K. JONES.

Smith Family Again in Control

Control and management of L. C. Smith and Corona Typewriters, Inc., has returned to members of the Smith family. H. W. Smith has been elected chairman of the executive committee. Elwyn L. Smith and S. E. Miller have been elected to the executive committee. Elwyn L. Smith, who was formerly in charge of engineering at Syracuse, has been appointed assistant to the president at the home office in New York.

New Business

The Mutual Magazine Distributors, Inc., is a new magazine distributing corporation with headquarters at 98 Park Place, New York. L. H. Silberkleit is president and general manager.



99.88% PERFECT!

Meet the Queen of Hoosier babyland . . . blue eyed, auburn haired Patricia Jane Hinkle of Indianapolis . . . who scored 998.79063 points out of a possible 1,000 . . . to become the grand champion of 1,200 Indiana youngsters entered in the 1932 state fair Better Babies Contest sponsored by *The News* in co-operation with the child hygiene division of the State Board of Agriculture.

The annual state fair Better Babies Contest . . . this year's was the thirteenth . . . is another of the several civic betterment projects fostered by *The News*. Such activities in behalf of the common good have gained and held the allegiance and respect of thousands of Hoosier families through succeeding generations. Advertisers in *The News* get something above and beyond mere units of circulation. They share in this active reader good will that tangibly reflects itself in *greater returns per dollar of advertising investment*.



New York: DAN A. CARROLL, 110 E. 42nd St. Chicago: J. E. LUTZ, Lake Michigan Bldg.

Sept. 29, 1932

Mr. Cunningham FIGHTING



THE BOONE MAN REPRESENTS
27 HEARST NEWSPAPERS
DAILY

New York Journal
Albany Times-Union
Syracuse Journal
Rochester Journal
Los Angeles Examiner

Boston Advertiser
Albany Times-Union
Syracuse American
Los Angeles Examiner

Boston American
Baltimore News
Washington Times-Herald
San Francisco Examiner

SUNDAY
Rochester American
Detroit Times
Omaha Bee-News
San Francisco Examiner

Atlanta Georgian
Chicago American
Detroit Times
Omaha Bee-News
Seattle Post-Intelligencer

Baltimore American
Washington Herald
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Demands TRIM . . .

"Easy years put fat on men and in advertising. Today, I believe the advertising and merchandising organizations of America are in better shape to function effectively than ever before, because conditions have forced them to get into hard, fighting shape . . . or get out." From a statement by Mr. Howard J. Cunningham, president of Green, Fulton, Cunningham Company.

WE AGREE . . . Fighting Trim is the most essential demand of present-day marketing . . . not alone for men who sell the different markets of the nation but also for the *newspapers* that pave the way for these salesmen.

That is why the members of the Boone Organization have consistently accented the important fact that they represent, in 14 rich markets of 31,000,000 people, 27 powerful Hearst newspapers . . . each ready and willing to fight for any product entrusted to it . . . each ably

fitted to win the fight, as proven by many recent marketing successes.

A baker increased his sales 500% in a highly competitive market. A maker of dairy products registered a 42% increase. A shoe manufacturer sold his entire inventory before his campaign started.

These are not isolated cases. Scores of others attest the fact that fighting newspapers can and do sell merchandise in this or any other year. . . .

CALL THE BOONE MAN



RODNEY E. BOONE ORGANIZATION
A UNIT OF
HEARST ADVERTISING SERVICE
New York

Boston	:	Chicago	:	Detroit	:	Philadelphia
Rochester	:	Cleveland	:	Atlanta	:	San Francisco
		Los Angeles	:	Seattle		

City Advertises to Collect Taxes

IN common with many other cities, Newark, N. J., is faced with the problem of collecting unpaid taxes. Taxpayers owe this city some \$26,000,000.

But Newark, instead of wringing its hands in despair, is going out after this money. And it is using advertising to tell why the money is needed.

Director of Public Safety Egan is director and organizer of the drive. When the campaign was started flags were displayed in Newark business sections.

With every bottle of milk delivered on the opening day of the drive there was a notice to homeowners asking them, if they have not paid this or last year's taxes, to join the movement to keep Newark out of the red.

Paid space is being used in newspapers appealing to local loyalty.

Airplanes have been flying over the city to tell the public the campaign is under way. Posters on the fronts of trolley cars and in buses and similar signs on boards and the screens in motion picture theaters are being used also as part of the drive.

All of the city school superintendents, principals and teachers were appealed to to interest their

pupils and to get their co-operation in taking into their homes circulars the city commission has prepared and sent to the schools.

Be Loyal to Newark Pay Your Back Taxes -- NOW!

Newark is Your City. Your money keeps it going. You are the employer of all its firemen, policemen, teachers. When you pay your taxes you protect yourself, your home and your children.

\$26,000,000 is still outstanding in unpaid taxes. Show your loyalty and your wisdom by helping to cut down that deficit.

... And Remember -

Taxes Unpaid Now Mean
Added Taxes Later

Mail Your Check NOW

To John Howe, Director of Dept. of Revenue and
Finance, City Hall, Newark, N. J.

One of the Newspaper Advertisements Appealing to Tax Payers

Aid of the banks, building and loan associations, insurance companies, department stores, factories and businesses of all kinds has been enlisted.

New Solder Products

A campaign, using business papers and direct mail, will feature two products added recently to the line of the Ruby Chemical Company, Columbus, Ohio, manufacturer of soldering materials. The new products are Ruby Fluid acid core solder and Ruby Fluid soldering paste.

Appoints Gunnison

The Brooklyn College of Pharmacy of Long Island University, Brooklyn, N. Y., has appointed Stanley E. Gunnison, Inc., New York, to direct its advertising account. Newspapers, pharmaceutical journals and high school publications will be used.

Acquires Centralia Envelope

The Howard Paper Company, Dayton, Ohio, has purchased the Centralia Envelope Company, Centralia, Ill., and will move the latter concern to Dayton within a few months. The newly acquired concern will be known as the Howard Envelope Company, with Maxwell Howard as president and Howell Howard, general manager.

Adds New Accounts

Ferdinand Muelhens, Inc., 4711 perfumes and soaps, and the Foot Form Shoe Shops, Inc., both of New York, have appointed Kelly, Nason & Roosevelt, Inc., of that city, to handle their advertising.

Borden Markets Sample Assortment

Stockholders Liked Combination Package of Cheeses, So It Is Offered to the Trade

A COMBINATION package of six varieties of cheeses is spreading the news that Borden, a comparatively newcomer in the marketing of branded cheese, is the Borden which has earned for itself an enviable reputation with other dairy products.

The colorful carton contains, it is estimated, an average of four of the company's cheeses which the prospect has never tasted. Most households have but one or two kinds of cheese on hand. It is believed those who buy the sampler package will be encouraged to stock a wider selection.

A similar package was first offered to stockholders as a Christmas assortment and was priced at 65 cents. In February, 1932, it was offered to the trade. Each individual cheese weighs a quarter of a pound, making it possible for a customer to buy the six varieties at about half the price paid for three popular size packages.

A price of 50 cents is now suggested, in line with market changes. This has made it advisable to concentrate distribution effort on the better stores.

The support of newspaper advertising was offered to salesmen who succeeded in getting satisfactory distribution and local tie-in advertising from retailers. It was left entirely to them to determine whether distribution in their territories justified company advertising.

More recently the company has used full-page color advertising in newspapers. The sampler is used as a lead to talk all Borden cheeses.

The sampler is looked upon as a one-time sale item. Certain of the cheeses will not meet with taste preference while others, which do, will help to mould future buying habits.

When the sampler was first introduced, a six-months' stock of cartons was ordered. Fresh supplies of cartons had to be ordered within ten days after display on dealers' counters.



Portion of a Newspaper Advertisement
Featuring the Samples

The company's advertising is also featuring a recipe book, copies of which accompany each sampler. These books are for the most part distributed in response to coupon inquiries.

Continental Typefounders Transfers E. P. Walsh

Edward P. Walsh, vice-president of the Continental Typefounders Association, Inc., and until recently in charge of sales of the New York office, has been transferred to Chicago where he will take charge as vice-president and general manager of Continental Typefounders of Chicago, Inc. G. M. Robertson, formerly of the New York sales staff, has also been transferred to Chicago.

Chuckles to Johnson, Read

The Fred W. Amend Company, Danville, Ill., "Chuckles" jelly candies, has appointed Johnson, Read & Company, Chicago, as its advertising agency.

Here are Liberty's 14 "BEST READ" Editorial Items

During the Past 19 Weeks of the
Percival White, Inc. Count of What
People Really Read.

*(More Free Ideas for
Editors and Copywriters)*



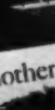
These are the leading reasons why more than 2,000,000 men and women ask for Liberty every week . . . ask all over again 52 separate and distinct times a year . . . pay full retail price each time without premiums, clubbing or long term subscription price inducements.

This is the editorial background before which Liberty's advertisers display their wares.

These are the magnets that have drawn an average upward of a quarter million more pairs of eyes to advertising pages in Liberty than elsewhere, regardless of the relative volume of "delivered" circulation elsewhere.



'S



Average Page Advertisement in Liberty

	Per Cent of Extra Persons Noting Over Second Weekly	Over Third Weekly
This Week (September 17 issues)	12%	11%
20 weeks to date (av. of White surveys)	17%	47%
	Projection of Extra Volume of Persons Noting Over Second Weekly	Over Third Weekly
This Week (September 17 issues)	176,575	420,382
20 weeks to date (av. of White surveys)	246,966	235,128



Advertiser: Listerine Antiseptic
Agency: Lambert & Feasley, Inc.
Space: 2/3 Page
Black & White
Attention Value:
45% better than average page



Advertiser: Grape-Nuts
Agency: Young & Rubicam, Inc.
Space: Color Page Rate
Attention Value:
45% better than average page



Advertiser: Ipana
Agency: Pedlar & Ryan, Inc.
Space: Back Cover
Attention Value:
90% better than average page



Advertiser: Prudential
Agency: Frank Presbrey Co., Inc.
Space: Black & White Page
Attention Value:
15% better than average page



Advertiser: Spud
Agency: Kenyon & Eckhardt, Inc.
Space: Black & White Page
Attention Value:
85% better than average page



Advertiser: Chesterfield
Agency: Newell-Emmett Co., Inc.
Space: Back Cover
Attention Value:
50% better than average page

HIGHEST RATED ADS OF THE WEEK

SEPT
17

Direct Mail May Be Good, Even if Sent with Bills

Monthly Statements Are Not Necessarily Competitors of Direct-Mail Material, Advertisers Have Found

SPRAGUE, WARNER & COMPANY
CHICAGO

Editor of PRINTERS' INK:

We furnish our grocers with a series of twelve monthly mailings each year. Part of the expense is absorbed by us and part by the grocers.

A number of these grocers have requested that we mail each issue of the recipe folder direct to them to be enclosed in the monthly statements that go to their customers thus saving the additional postage paid out when the folders are mailed direct from Chicago to their mailing lists.

Is advertising mailed to the housewives with monthly statements effective?

SPRAGUE, WARNER & COMPANY.

THREE has been so much fun poked at the monthly statement—the consternation it creates when, along with other bills, it is delivered to millions of homes around the first of every month—that some advertisers have been misled.

In the vast majority of homes, even in times such as these, the flock of bills brought by the postman every month is expected and anticipated. The monthly statement from the grocer, from the butcher, from the light and power company and from the telephone company, is not something looked forward to with dread. Neither do these statements create resentment, conscious or subconscious. They are not like tax bills, which some of us never pay without a mental revolt.

We are talking now of monthly statements rendered for purchases of the necessities of life and the more commonly used luxuries. Bills for purchases that represent rank extravagance are another matter.

The public utilities have been the pioneers in the use of advertising enclosures with monthly statements. When a few of the utilities began this practice, the others snickered politely. What? Put advertising in with the monthly statement? Why waste money advertising to people when they are in an ugly frame of mind, even though the 2-cent stamp will carry more than the bill?

But those early users of advertising as enclosures with monthly statements got results. Today, by far the majority of the light and power and telephone companies look upon the monthly statement as an economical and decidedly effective way of doing good-will and actual sales-producing advertising.

The New York Edison Company has been doing this type of promotion for eight years. It is convinced that the advertising pays dividends and it bases this conviction, not on theory, but on an actual test. For three months, advertising enclosures were omitted from its monthly statement mailings. The company promptly found that visits to local showrooms and telephone calls for demonstrations fell off. A pick-up quickly followed a resumption of this form of advertising.

A New York department store also informs PRINTERS' INK that its advertising with monthly statements has been tested and found to be convincingly resultful. However, if a special announcement is to be made, or a special sale is soon to be in progress, a separate mailing is made.

And that brings up a second point. There are two factors that should be taken into consideration when this plan of including advertising with the monthly statement comes up for consideration.

The first is that the advertising will not receive the same degree of attention that it would be accorded if there were not the distracting influence of the statement itself. In other words, the advertising must compete for attention and that competition, to an extent, is bound to pull down results.

The second factor is that most families receive more mail around the first of the month than at any other period and that means additional competition with which the advertising message must contend.

Therefore, the problem becomes

one of determining whether or not the saving in postage that is possible when advertising enclosures are mailed with monthly statements is more than counterbalanced by the lessened pulling power of the advertising due to the two factors just mentioned. That is something that can be decided by tests only.

So we come to the third and final point—the wisdom of any direct-mail program that rests on the retailer's initiative, especially in such a general field as groceries. Any plan of this kind is bound to run up against good intentions on the retailer's part that only too often are not carried out. The dealer may

be thoroughly sincere in his desire to co-operate. But there are so many things that may interfere, including competitive pressure and the perfectly human tendency to procrastinate, that there is likely to be many a slip between the agreement to co-operate and the actual mailing.

The general experience among careful advertisers is that it is better to make mailings of this kind from the manufacturer's headquarters. Thus the mailing is under the manufacturer's control and more likely, as a consequence, to reach the homes of prospects and customers.—[Ed. PRINTERS' INK.]

+ + +

Prune Pool Ready for Promotion

CO-OPERATIVE advertising for prunes will soon get under way. L. B. Williams, director, California Dried Fruit Research Institute, at last week's meeting of the Women's Advertising Club of Chicago, stated that the required number of prune growers, representing production of about 170,000 tons, have signed up. The California Prune Pool has been established with headquarters at San Francisco. Packers of prunes are joining with the growers in the program.

This growers' organization repre-

resents approximately 78 per cent of California production.

"We believe that a certain amount of competition outside the prune pool will help to keep the insiders in line," Mr. Williams said. "Prices won't tend to rise to the point where members will find it impossible to resist the temptation to plant more. And their interest will be better sustained when they have some outside competition."

"The monopoly that is permitted in agricultural marketing programs is not always the advantage that theoretically it seems to be."

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"Say It with Flowers" Again

A campaign to increase the sale of flowers, sponsored by the Society of American Florists and Ornamental Horticulturists, will start in October in a list of eight magazines. Its appeal will vary according to the type of readers of each magazine. General copy will be directed more to the emotional appeal of flowers than to the severely practical.

The campaign is under the direction of the P. F. O'Keefe Advertising Agency, Boston and New York.

It is expected that the scope of the 1933 campaign will be enlarged.

New Account to Don Watts

The Will Rogers Hotel Laboratories, Inc., Claremore, Okla., Claremore Radium Water Crystals, has appointed Don Watts-Advertising, Tulsa, Okla., to handle its advertising. Newspapers and radio will be used.

+ +

New York Bureau to Get Men's Wear Division

A men's wear division, with wholesalers and retailers as members, will be organized as part of the Better Business Bureau of New York. John S. Burke, president of B. Altman & Company, is chairman of the organization committee, and the members include I. A. Hirschmann, Lord & Taylor; Sylvan Kronheim, Kronheim-Continental Company; Alfred J. Silberstein, Weber & Hellbroner; Oscar E. Carlson, F. R. Tripler & Company, and Reynold Goodman, of Bond Stores, Inc.

Sheldon Leaves Cadillac

Robert W. Sheldon has resigned as assistant advertising manager of the Cadillac Motor Car Company, Detroit, and has moved to Arizona because of ill health in his family. Walter Myers has assumed his duties with the Cadillac company.

JOURNAL READERS
ARE BUYING

SUNLIGHT
and LEISURE



says STANFORD D. GOODMAN

*General Manager, Royal-Eastern Electrical Supply Co.,
Metropolitan General Electric Distributors*

Here are the words of a man who knows how readers of America's greatest evening news-sheets increase the sales of the commodities that we particularly stressed in newspaper advertising, such as the General Electric Vacuum Cleaner and



Here are the words of a man who knows how readers of America's greatest evening news-sources increase the commodities that we particularly stressed in newspaper advertising, such as the General Electric Vacuum Cleaner and General Electric Sun Lamp.

"As the only change in our promotional methods over previous periods was the use of the color pages in the New York Evening Journal, we feel there is due to you our expression of appreciation, not only for the marked sales increases, but also for the constructive cooperation of your merchandising staff."

That's the kind of a record you'd expect from the largest evening newspaper circulation of America—reaching one-third of the worthwhile families in America's greatest market. Electric appliances of all kinds, in the first eight months of 1932, placed more advertising in The Journal than in any other Metropolitan New York newspaper, including those published seven days a week.

NEW YORK EVENING JOURNAL

Represented by the
RODNEY E. BOONE ORGANIZATION

THE JOURNAL GOES MARCHING ON!



National Publishers Meet

THE annual meeting of the National Publishers Association was held last week at Shawnee-on-Delaware, Pa.

Labor, business recovery and progress in revising the copyright laws were outstanding topics of discussion. Merle Thorpe, of *Nation's Business*, pointed out that in recent months there has been a pickup in public sentiment. He observed that such good feeling is always precedent to business activity.

"And as to those who say there is no basis for this good feeling," he remarked, "what would they have, business activity first and then good feeling? It is ridiculous."

Mason Britten presented the report of the labor committee, of which he is chairman. The report outlined the study made by this committee of the existing labor situation in the printing trades.

The following officers were re-elected: President, A. C. Pearson, United Business Publishers, Inc.; first vice-president, A. D. Mayo, Crowell Publishing Company; second vice-president, P. S. Collins, Curtis Publishing Company; secretary, F. L. Wurzburg, Condé Nast Publications, and treasurer, Roger W. Allen, Hat Trade Publishing Company.

The following directors were re-elected for another three-year term: R. J. Cuddihy, *Literary Digest*; Nelson J. Peabody, Atlantic Publications; Albert Shaw, Jr., *Review of Reviews*; C. J. Stark, Penton Publishing Company; C. B. Van Tassel, *Asia*, and William B. Warner, *McCall's Magazine*.

In addition to the business sessions the meeting included the annual golf and tennis tournaments of the association.

E. F. Wilsey, of the McGraw-Hill Publishing Company, won a leg on the Swetland cup for the 36-hole play with a low net of 138. A leg on the Curtis cup for second low net, 36 holes, was won by R. H. Bachman, Butterick Pub-

lishing Company, with a score of 169. Third low net for the 36 holes went to W. I. Denning, of the National Publishers Association.

A leg on the Crowell cup for low net, first 18 holes, was won by Lee W. Maxwell, president of the Crowell Publishing Company, with a score of 69. Second low net for the first 18 holes was won by F. C. Stevens, United Business Publishers, and third low net for this play went to A. C. Pearson.

Merle Thorpe took a leg on the McGraw-Hill cup for low net, second 18 holes, with a score of 70. Second low net in this group went to William B. Warner, and third low net to Hunter Leaf, *Pictorial Review*.

Marvin Pierce, of the McCall Company, won low gross honors for the 36-hole play. Blind bogey was won by Nelson J. Peabody, and the driving contest was won by George C. Lucas, National Publishers Association. The guest prize, 18 holes low net, was taken by F. R. Gamble, of the American Association of Advertising Agencies.

In the tennis tournament Hunter Leaf won the single finals from Roy Dickinson, of *PRINTERS' INK*.

Advanced by Memphis "Appeal"

W. O. Sturdivant, of the advertising staff of the Memphis *Commercial Appeal* and *Evening Appeal*, has been appointed national advertising manager.

Harlan with Kelvinator

J. A. Harlan, formerly vice-president and general sales manager of the Frigidaire Corporation, is now with the Kelvinator Corporation, Detroit, in an executive capacity.

Elect Needham

Maurice H. Needham, president of Needham, Louis & Brorby, Inc., has been elected treasurer of the Chicago Advertising Council. This is a newly created office.

Changes Column Width

The Philadelphia *Evening Bulletin*, effective October 1, will change its column width to twelve ems.

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Liberty takes

3 New Steps

to help your advertising
get its 1933 dollar's worth

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1 ... A rate and circulation readjustment.

2 ... A separation of Canadian circulation from the total edition, enabling advertisers to:

- [a] Replate for Canadian addresses, signatures or entire advertisement in the Canadian edition.
- [b] Buy only the Canadian edition.
- [c] Buy only the circulation exclusive-of-Canada.

3 ... A heavier cover paper stock.

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Turn to the following pages for complete details

A Rate and Circulation Readjustment

- Circulation guarantee adjusted from 2,310,000 to 2,174,000.
- Black and white page rate adjusted from \$4,250 to \$4,000.
- Black and white rate per page per thousand remains unchanged at \$1.84. (Lowest of any major magazine.)
- Two color rotogravure rates proportionately adjusted . . . Process color, back cover and line rates per thousand still further reduced.

MAGAZINE SALES, like the sales of other commodities, are affected by general business conditions. Thirteen major magazines in total, for the six-month period ending June 30, 1932, are off some 1,400,000 circulation from the six-month period ending June 30, 1931.

Liberty, for the same period, shows a loss of about 200,000 circulation.

As in the case of other commodities, however, normally declining magazine sales are susceptible to restraining sales pressure. Thus, while these magazine circulations, in total, have declined 5 per cent, their newsstand circulations are down 14 per cent, while subscription circulations are down less than 1 per cent and "boy" circulations are actually up 2 per cent.

Operating under the long established Macfadden Publications Incorporated theory that forced circulations are uneconomic for both publisher and advertiser, Liberty has adopted none of the well known means toward pushing up "boy" circulations or putting on subscriptions. It has continued to follow the policy of letting circulation find its level normal to the times. It believes that such circulation, regardless of quantity, will hold greatest profit for the advertiser—and, automatically, for Liberty.

It is interesting to note, in this connection, that while Liberty's newsstand or completely supply-and-demand circulation has declined only 7.5 per cent (compared to a 14 per cent loss for the 13 major magazines) its "boy" circulation has declined

Table 1

Magazine	Circulation 1931 A.B.C. Average	New Rate					
		B. & W. Page Rate Per M	Back Cover Rate Per M	Four Color Process Page Rate Per M	Two Color Process Page Rate Per M	Two Rate Per M	
Liberty	2,310,385	\$4,250	\$1.84	\$10,000	\$4.33	\$7,500	\$3.25
Liberty (New Rate Basis)	2,174,000	\$4,000	\$1.84	\$9,200	\$4.23	\$7,000	\$3.22
Sat. Eve. Post	2,891,571	\$7,200	\$2.49	\$13,500	\$4.67	\$10,350	\$3.58
Rate Basis	2,700,000		\$2.67	\$5.00		\$3.83	\$3.17
Collier's	2,283,389	\$5,200	\$2.28	\$9,600	\$4.20	\$7,600	\$3.33
Rate Basis	2,000,000		\$2.60	\$4.80		\$3.80	\$2.98
Literary Digest	1,416,259	\$3,000	\$2.12	\$6,000	\$4.24	\$4,500	\$3.18
Rate Basis	1,400,000		\$2.14	\$4.29		\$3.21	\$2.68
American	2,044,898	\$4,500	\$2.20	\$9,000	\$4.40	\$7,650	\$3.74
Rate Basis	1,800,000		\$2.50	\$5.00		\$4.25	\$3.00
Cosmopolitan	1,679,825	\$4,200	\$2.50	\$8,800	\$5.24	\$7,000	\$4.17
Rate Basis	1,550,000		\$2.71	\$5.68		\$4.32	\$3.42
True Story	1,917,865	\$4,000	\$2.09	\$9,000	\$4.69	\$6,750	\$3.51
Rate Basis	1,800,000		\$2.22	\$5.00		\$3.75	\$2.89

12.4 per cent (compared to an increase of 2.4 per cent for the total of all other magazines using boys) and its subscription circulation is still only one per cent of its entire circulation (while the subscription proportion of the total of the other leading magazines has increased from 55 per cent to 57.3 per cent.)

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NEW CONDITIONS are best met by full recognition of them. Advertisers who bought *Liberty* on the basis of 1931 circulation are naturally protected by normal rebate arrangements. But rather than drive for a circulation volume appropriate to conditions no longer existent, *Liberty*, effective with its September 3rd issue, reduces its guaranteed from 2,310,000 to 2,174,000 and its black and white page rate from \$4.25 to \$4.00. (2 color rotogravure is adjusted proportionately . . . Process, cover and line rates are still further reduced.)

While the guaranteed black and white rate-per-page-per-thousand remains at \$1.84 (the lowest of any mass magazine) the *actual* black and white rate-per-page-per-thousand *for circulation delivered* will undoubtedly go still lower. Because:

Under the old 2,310,000 guarantee, advertisers could hardly expect an excess of circulation so long as present business conditions continue. Their actual rate would be rather definitely fixed at \$1.84. With the new 2,174,000 guarantee, it is highly probable that a substantial bonus will be delivered. As this is written, the advance print order has been raised to 2,254,000. Actual delivery, at this moment, is in excess of 2,205,000. Giving an immediate bonus of more than 30,000. Lowering the black and white rate-per-page-per-thousand for currently delivered circulation to \$1.81.

In addition to the rate readjustment in black-and-white and two-color rotogravure, the further *reduction* in process color, back cover, and line rates brings four color process down from \$3.25 to \$3.22 a thousand; two color process from \$2.60 to \$2.58; back cover from \$4.33 to \$4.23. The line rate drops from \$11.00 to \$10.00, lowest of any leading flat-sized magazine. For your convenience, the figures involved are tabulated in the 2-page schedule below:

Schedule

Two Color Roto Page		1/4 Page Two Color Roto		1/4 Page Two Color Roto		1/4 Page B. & W.		1/4 Page B. & W.		Agate Line Rate
Rate Per M	Rate Per M	Rate Per M	Rate Per M	Rate Per M	Rate Per M	Rate Per M	Rate Per M	Rate Per M	Rate Per M	
\$5,000	\$2.16	\$3,350	\$1.45	\$1,675	\$.72	\$2,850	\$1.23	\$1,425	\$.62	\$11.00
\$4,700	\$2.16	\$3,135	\$1.44	\$1,570	\$.72	\$2,667	\$1.23	\$1,334	\$.61	\$10.00
.....	\$12.00
.....	\$8.00
.....	\$2,050	\$1.45	\$1,025	\$.72	\$7.00
.....	\$1.46	\$7.73
.....	\$3,060	\$1.50	\$1,530	\$.75	\$11.00
.....	\$1.70	\$8.85
.....	\$2,900	\$1.73	\$1,500	\$.89	\$10.75
.....	\$1.87	\$9.97
.....	\$2,800	\$1.45	\$1,400	\$.73	\$11.00
.....	\$1.56	\$7.78

A Separation of Canadian Circulation from the Total Edition

Involving three opportunities

1. An advertiser buying complete Liberty circulation may have his address, logotype, copy, or even entire layout (but not product, size of space, or date of issue) changed for Canadian edition—with no extra cost other than a service charge (non-commissionable) of \$25.00 for units up to and including one column and \$50.00 for units over a column and up to a page. This applies to color as well as black-and-white, rotogravure as well as letter-press. Effective immediately.
2. Advertisers especially interested in Canada alone, may buy Liberty's Canadian circulation, exclusive of the remainder of Liberty's circulation. This makes available the only weekly magazine circulation in Canada (130,000 guaranteed, 150,000 currently delivered and growing) at a rate (\$450 a page) producing a cost per-page-per-thousand 34 per cent less than that of any other Canadian magazine. It makes available the only single-copy, issue-by-issue demand type magazine circulation (63.2% newsstand, 36.6% "boys", .2% subscription) in Canada; the only largely urban circulation in Canada (82 per cent in the 33 largest Canadian cities.) Effective immediately.
3. American advertisers without business interest in Canada, or for whom Canadian business conditions make Canadian advertising uneconomic, can eliminate Liberty's Canadian circulation and effect a definite saving in advertising costs. Circulation of 2,044,000 exclusive of Canadian circulation, is guaranteed, at \$3,900 a black-and-white page; a saving of \$100 a page. Effective with issue of January 7, 1929.

The Advantages of Reprinting for the Canadian Edition of *Liberty*

THE ESTABLISHMENT of Canadian branch plants to avoid the high duties of the Canadian tariff has not fully solved the sales problem of the American manufacturer in Canada.

Before they will buy, Canadians frequently ask for not only the right price, but assurance that the goods are "made in Canada".

Particularly since the passage of the Hawley-Smoot tariff bill, Canadian nationalistic feeling has run high. The recent Empire Trade Conference at Ottawa has done much to crystallize Canadian sentiment in favor of Canadian goods. Visitors to Canada know that no window or counter display is complete without the slogan: "Buy Canadian Made Merchandise."

In order to emphasize the Canadian origin of their branch plant made products, American concerns have recognized the value of employing native Canadian sales personnel, frequently preparing copy especially for Canadian readers and placing it in Canadian magazines and newspapers.

Although most of these manufacturers are extensive advertisers in American magazines circulating heavily in Canada, nevertheless, they have recognized their Canadian advertising problem as a distinct and separate one. In many cases, they have even considered their American advertising as something of a liability, tending, as it might, to contradict the idea of a "Canadian product".

Affected, itself, by the tariff situation, and believing in Canada, *Liberty* has been printing its Canadian edition in Canada for the past five months, under the control of *Liberty Publishing Corporation of Canada, Ltd.* Impressed by the growing spirit of nationalism as exhibited at the Trade Conference, *Liberty* discussed the situation with advertisers operating Canadian plants, and came to the conclusion that these new advertising needs and equally new publishing facilities might result in a radically new service.

With requests for reprinting from several of the country's biggest advertisers already in its files, *Liberty* now formally offers all its advertisers the opportunity of changing advertisements in Canada without any cost other than a nominal \$25.00 fee for space of one column or less and \$50.00 for larger units up to and including a page.

This makes available many immediately discernible advantages.

*Every copy of *Liberty* sold in Canada bears the caption "Printed in Canada" on the cover. Certain changes in standard format to conform with Canadian tastes and ideals have already been made. A Canadian editor supervises the editorial con-*

tents. As a Canadian product itself, *Liberty* offers to advertisers interested in Canada a nationalistic background.

American advertisers with Canadian branches can substitute their Canadian address and logotype in every copy of *Liberty* sold in Canada.

In most cases, a price differential exists in Canada and, if the advertiser's policy warrants, the Canadian price can be published in every Canadian *Liberty*.

Some companies manufacture a specially styled product for Canada. Such companies may change all illustrations for *Liberty*'s Canadian edition.

Where Canadian advertising agencies are employed to produce characteristically Canadian copy and layout, these completely new advertisements (involving, however, no change in size, proportions of space units or date of issue) may be substituted in *Liberty*'s Canadian run.

All orders and billing, however, will be in connection with the agency originating the basic contract for the combined American and Canadian circulation. Copy changes or completely new copy for the Canadian edition may be furnished by either agency at the advertiser's convenience.

Closing dates for the Canadian edition coincide with those for the total edition.

*Except for color process advertisements, no extra plate expense is involved since the Canadian edition is rotogravure throughout. Only photographs, drawings and proof of type are required. These should be delivered direct to *Liberty Magazine of Canada, Ltd.*, 1244 Dufferin Street, Toronto. For any further details, address *Liberty*, 420 Lexington Avenue, New York City.*

Because this replating service not only turns American advertising for Canadian-made products into Canadian advertising, but actually makes possible the aggressive use of the most important magazine circulation in Canada, *Liberty*'s place in the Canadian magazine picture, as presented in the next two pages, may be of particular interest.

Buying the Canadian Edition as a Canadian Magazine

THE UNITED STATES enjoys the distinction of being the greatest magazine reading nation in the world. In no other country have magazines achieved such huge circulation, either in total or in proportion to the population. American companies extending their advertising activities

to foreign lands are frequently amazed at the unavailability of adequately dimensioned mediums of the long lived, income selecting, artistically printed, low cost magazine type. A "national advertising campaign" in magazines, as it is known in the United States, has been relatively impossible elsewhere.

Canada has been essentially a newspaper reading market. This most widely used type of medium affords the adequate coverage, but must include the cost of the skim milk of mass with the top cream of class, limits the advertiser's opportunity for artistic reproduction to the facilities of newsprint and high speed presses—and is dead in a day. And no locally named newspaper regardless of outside circulation volume, can give an advertising campaign the "national" prestige that comes with a magazine.

There are a number of well edited Canadian magazines, but their circulations are not essentially trading center circulations.

As Canadian advertisers know, the Canadian trading centers bear little geographic relationship to the vast area lying north of the International Boundary.

A fringe of 33 cities, each of over 20,000 population, reaching from Halifax to Vancouver, holds most of the urban population and produces the major part of individual income tax returns and over-the-counter retail trade. In these cities, the five leading Canadian magazines deliver from 40% to 62% of their circulation.

Here, Liberty delivers 82% of its Canadian Edition circulation.

Complete figures based on latest available data follow.

Table 2 Canadian Trading Center Circulation

Magazine	Issue	Total* Circulation	Circulation In 33 Largest Cities Volume	Per Cent
LIBERTY (Canadian Edition)	Feb. 27, 1932	131,728	107,500	81.6%
Maclean's	April 15, 1930	160,157	77,297	48.3%
Canadian Home Journal	Dec. 1931	152,917	94,296	61.7%
Canadian Magazine	Dec. 1931	100,903	47,075	46.7%
Chatelaine	April 1930	120,162	73,324	61.0%
National Home Monthly	Dec. 1931	140,151	56,163	40.1%

*Present circulation guarantees are higher . . . see Tables 3 and 4, pages 8 and 9.

The 33 largest Canadian cities as listed by Standard Rate & Data Service are: Montreal, Toronto, Vancouver, Winnipeg, Hamilton, Quebec, Ottawa, Calgary, Edmonton, London, Windsor, Halifax, Regina, St. John, Saskatoon, Victoria, Three Rivers, Kitchener, Brantford, Hull, Sherbrooke, Fort William, St. Catharines, Westmount, Kingston, Oshawa, Sydney, Sault Ste. Marie, Peterborough, Moose Jaw, Guelph, Glace Bay, Moncton.

Placement, of course, is not enough. Ads must be *seen*—not merely received in the home. The Reader Interest in a magazine's circulation has long been estimated from the *means used* to secure that circulation.

It is generally admitted that newsstand or full price, take-it-or-leave-it type circulation is the best guarantee of real interest on the part of the reader. Boy vendor or "mobile newsstand" type of circulation, where the buyer must remake up his mind every issue, 52 times a year, and pay full retail price for each copy, has been considered second only to regular newsstand type circulation as a guarantee of reader interest. Subscription circulation, where the magazine may be offered at a reduced price in connection with a "clubbed" magazine (usually of a different editorial appeal, making one of the two less likely to be of interest), with a free premium which easily may be of greater value and desirability than the magazine itself—such circulation may be less reliable as an index of reader interest. Under the best of conditions there is no guarantee that any reader interest in existence when the subscription was taken, will continue issue after issue, year after year. Single copy circulation, on the other hand—newsstand and boy sale—reproves its reader interest with the repeated act of purchasing each issue.

With the exception of two Canadian magazines having 26 and 19 per cent single copy circulation, all other leading Canadian magazines report less than 7 per cent of their circulation in this single copy classification.

Liberty sells 99.8% single copy, week-by-week, repeated, full price demand.

The 25 investigations of what U. S. people read in the magazines they buy—recently conducted by Dr. George Gallup and Percival White, Inc.—showed that not only were *Liberty*'s editorial contents more thoroughly read but that the average advertisement in *Liberty* enjoyed 17 per cent to 46 per cent more *REAL, SEEN* circulation than in other leading magazines of more of the subscription type.

The comparative figures of circulation methods in Canada are shown below.

Table 3

Canadian Circulation Methods

Magazine	Present Guar- antee	A. B. C. 6-30-32	News- stand Circula- tion	Boy Sales	Total Single Copy Circula- tion	Per Cent Single Copy Circula- tion	Sub- scription Circula- tion	Per Cent Sub- scription Circula- tion
Maclean's	160,000	171,165	25,568	19,538	45,106	26.35 %	126,059	73.65 %
Effective 3-1-33	180,000							
Chatelaine	150,000	150,161	16,221	12,551	28,772	19.16 %	121,389	80.84 %
Canadian Home Journal	175,000	173,389	10,554	None	10,554	6.09 %	162,835	93.91 %
Effective 4-1-33	200,000							
Canadian Magazine	100,000	100,713	3,097	1,272	4,369	4.34 %	96,344	95.66 %
National Home Monthly								
Effective Oct. 1932	180,000	154,117	4,204	3,755	7,959	5.16 %	146,158	94.84 %
LIBERTY (Can. Ed.)	130,000	131,728*	82,263	48,164	131,427	99.77 %	301	.23 %
Present Delivery	150,000				*(Issue of 2-27-32)			

Placement and reader interest are two primary points of difference between magazines. But upon examining the advantages common to all magazines (as contrasted to newspapers): long life, fine reproduction and

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low cost, an added advantage in Liberty is discovered for Canadian advertisers.

Because the circulation demand is so pressing that no expensive subscription efforts need be employed, because the editorial cost is divided over a circulation in excess of two million, the advertising rate for Liberty's Canadian edition of 130,000, \$450 a page, produces a cost per page per thousand 34% lower than that of any other Canadian magazine.

The detailed cost figures follow:

Table 4

Canadian Circulation Costs

Magazine	Circulation Guarantee	B. & W. Page		Back Cover		Four Color Page					
		Rate	Per M	Rate	Per M	Rate	Per M				
Maclean's	160,000	\$910	\$5.69	\$1,700	\$10.63	\$1,300	\$8.13				
Effective 3-1-33	180,000	\$950	\$5.28	\$1,800	\$10.00	\$1,400	\$7.77				
Chatelaine	150,000	\$850	\$5.67	\$1,700	\$11.33	\$1,250	\$8.33				
Canadian Home Journal	175,000	\$985	\$5.63	\$1,750	\$10.00	\$1,400	\$8.00				
Effective 4-1-33	200,000	\$1,090	\$5.45	\$1,950	\$9.75	\$1,525	\$7.62				
Canadian Magazine	100,000	\$955	\$5.95	\$1,100	\$11.00	\$900	\$9.00				
National Home Monthly—											
Effective October 1932	180,000	\$1,050	\$5.83	\$1,850	\$10.28	\$1,450	\$8.06				
LIBERTY (Canadian Edition)	130,000	\$450	\$3.46	\$850	\$6.54	\$650*	\$5.00				
September Circ. Delivery	150,000	\$450	\$3.00	\$850	\$5.67	\$650*	\$4.33				
Magazine	½ Page		½ Page		½ Page		½ Page				
	Two Color Page	Two Color Rate	Two Color Page	Two Color Rate	B. & W.	B. & W.					
	Rate	Per M	Rate	Per M	Rate	Per M	Rate				
Mac.	\$1,110	\$6.94	\$1.30				
"	\$1,175	\$6.53	\$1.40				
Chat.	\$1,050	\$7.00	\$1.25				
C. H. J.	\$1,185	\$6.77	\$1.45				
"	\$1,315	\$6.57	\$1.60				
Can. M.	\$ 795	\$7.95	\$.85				
N. H. M.	\$1,250	\$6.94	\$1.50				
Lib.	\$ 500†	\$3.85	\$335	\$2.58	\$170	\$1.31	\$300	\$2.31	\$150	\$1.15	\$1.25
"	\$ 500†	\$3.33	\$335	\$2.23	\$170	\$1.13	\$300	\$2.00	\$150	\$1.00	\$1.25

* \$650 rate applies to 4 color and 2 color process pages on inside covers only.

† Rotogravure

As will be seen from the table above, Liberty is the only Canadian magazine offering two color printing for double and single column advertisements. This gives advertisers in Canada the same advantage of color attention value in low cost space units now enjoyed by advertisers in the United States.

Only Liberty's new rotogravure printing methods make this advance in advertising technique possible. This same rotogravure process means that advertisers need undergo no engraving expense—art work and proof of type being all that is required.

LIBERTY, more than any other American magazine, is qualified to offer a Canadian edition to Canadian advertisers. It has the largest Canadian circulation of any American magazine.

Table 5 Canadian Circulation of American Magazines

Liberty	131,728 (2-27-32)	Delineator	75,436 (Mar. 1932)
130,000 (Guarantee)		Good Housekeeping	70,293 (Mar. 1932)
150,000 (September Delivery)		Ladies' Home Journal	59,040 (Mar. 1932)
Collier's	42,280 (3-5-32)	McCall's	109,403 (Mar. 1932)
Literary Digest	7,732 (4-9-32)	Pictorial Review	85,248 (Apr. 1932)
Saturday Evening Post	74,332 (3-5-32)	True Story	94,050 (Feb. 1932)
American	19,948 (Feb. 1932)	Woman's Home Companion	48,864 (Feb. 1932)
Cosopolitan	62,934 (Mar. 1932)		

Now, as a regular Canadian edition, with the necessary Canadian editorial formalities and the carrying of Canadian advertising, Liberty can logically be expected to enhance its position in the Dominion. Within three months of its move to Canada, Liberty circulation in Canada increased from 136,000 to 140,000—4,000 or 3 per cent. As this is written (September, 1932) current Canadian sales are reported at 150,000 or an increase of 10 per cent in the face of considerable circulation losses by most other American magazines.

For further information, Canadian advertisers are invited to address Liberty Magazine of Canada, Ltd., Toronto Star Building, Toronto, or 420 Lexington Avenue, New York City.

Lower Advertising Costs Made Possible Where Canadian Circulation Is Undesirable

UNTIL THE recent tariff dissension, many Americans never thought of Canada as a foreign country.

So strongly has Canada supported American manufactured goods, American movies and American magazines that, for all practical purposes, Canada has frequently been considered an extension of the American market.

Yet, to hundreds of important American businesses, Canada always has been a distinctly foreign country.

Some types of goods are so essentially American that they can never be popular in Canada.

Patent and copyright situations are often such as to exclude certain businesses entrenched in the United States.

The competition of European or native Canadian prices in certain lines, the inadequacy of Canadian distributorships for certain products, the unavailability of requisite consumption characteristics—these and a score of related reasons have made Canada an unprofitable market for many great American companies.

Yet, when these companies advertise extensively in American magazines, they send hundreds of thousands of circulation into Canada.

And pay for that circulation exactly as if it were confined exclusively to American markets.

When one figures the cost of outside-of-Canada circulation to advertisers not interested in Canada, a considerable competitive disadvantage is obvious. Only advertisers who can make adequate use of Canadian circulation can profit from the heretofore normal practice of including Canadian circulations in the total net paid. Only such advertisers can enjoy the rate-per-page-per-thousand quoted in the comparative rate schedules. Others actually pay higher rate.

Now that Liberty is printing its Canadian edition in Canada and the remainder of its edition in the United States, however, the use of Liberty's circulation exclusive of Canada is offered to advertisers not interested in Canada and who would like to take every money saving advantage for 1933.

They will be guaranteed an exclusive-of-Canada circulation of 2,044,000 at the following adjusted rates:

Table 6 **Liberty's Cost without Canada**

	Saving		Saving		
Black & White Page	\$3,900	\$100	2 Color Page	\$5,460	\$140
½ Page	2,600	67	Back Cover	9,000	200
¼ Page	1,300	34	2 Color Roto Page	4,600	100
Line	9.75	.25	2 Color Roto ½ Page	3,070	65
4 Color Page	6,825	175	2 Color Roto ¼ Page	1,535	35

While the saving can not be directly proportionate to the decreased circulation because, as in the case of all other magazines, production costs are based on the combined American and Canadian press runs, the amount saved is a tangible one and, on large schedules, may be of considerable help to hard pressed budgets.

The actual rates for *usable* circulation applying to advertisers not interested in Canada are as follows:

Comparison of Exclusive-of-Canada Circulation Costs

Table 7

Magazine		Total Circulation 1931	Black & White Page Rate		Cost Per Page Per M	Circulation Exclusive of Canada	Black & White Page Rate		Cost Per Page Per M Exclusive of Canada
			A. B. C. Average	Page Rate			Exclusive of Canada	Page Rate	
Liberty	(New)	2,174,000	\$4,000	\$1.84	\$2,044,000	\$3,900	2,044,000	\$1.91	
Collier's		2,283,389	\$5,200	\$2.28	2,241,109	\$5,200	2,241,109	\$2.32	
Literary Digest		1,416,259	\$3,000	\$2.12	1,408,527	\$3,000	1,408,527	\$2.13	
Saturday Evening Post		2,891,571	\$7,200	\$2.49	2,817,239	\$7,200	2,817,239	\$2.56	
American		2,044,898	\$4,500	\$2.20	2,024,950	\$4,500	2,024,950	\$2.22	
Cosopolitan		1,679,825	\$4,200	\$2.50	1,616,891	\$4,200	1,616,891	\$2.60	
Delineator		2,412,175	\$7,000	\$2.90	2,336,739	\$7,000	2,336,739	\$3.00	
Good Housekeeping		1,896,997	\$5,600	\$2.95	1,826,704	\$5,600	1,826,704	\$3.26	
Ladies' Home Journal		2,586,347	\$8,550	\$3.31	2,527,307	\$8,550	2,527,307	\$3.38	
McCall's		2,554,673	\$7,400	\$2.90	2,445,270	\$7,400	2,445,270	\$3.03	
Pictorial Review		2,455,013	\$6,500	\$2.65	2,369,765	\$6,500	2,369,765	\$2.74	
True Story		1,917,865	\$4,000	\$2.09	1,823,811	\$4,000	1,823,811	\$2.19	
Woman's Home Companion		2,660,109	\$8,550	\$3.21	2,611,245	\$8,550	2,611,245	\$3.27	

Contracts for Liberty's exclusive-of-Canada circulation will be accepted beginning with the issue of January 7th, 1933.



Heavier Cover Stock

WHEN MACFADDEN PUBLICATIONS, INC. acquired Liberty in April 1931, a progressive plan for mechanical improvements was announced. Since then, inside letterpress stock, rotogravure stock, color insert stock and cover stock have been periodically stepped up in quality and in weight. Inks and presswork have been constantly improved.

Now, effective with the issue of November 26, 1932, the cover stock of Liberty's entire circulation, exclusive of Canada, will be moved from 58 pounds to 70 pounds, an increase of 21 per cent in weight, with a proportionate improvement in bulk and feel.

These forward steps are made possible by the steadily increasing support of advertisers who measure their 1933 advertising problems in the light of 1933 facts about business conditions and about magazines.

Liberty
America's BEST READ Weekly



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Cost Per
Page Per M
Exclusive
of Canada

\$1.91
\$2.32
\$2.13
\$2.56
\$2.22
\$2.60
\$3.00
\$3.26
\$3.38
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Let's Stop Orating in Advertising

Message Is the Big Thing, and the Way It Is Dressed Up Is a Mere Incident

By Joseph Katz

President, The Joseph Katz Company

BROWSING around in an old book shop, my eyes lit on a copy of "The Ready Made Speaker." I found all the old boys there—"How to Deliver a Fourth of July Oration"—"Speech of Acceptance on Receiving a Loving Cup," etc. It was all worked out for you. All you needed was a patient family to practice on, and a mirror to see whether you had the gestures right.

Much of our present-day advertising is still of the "gesture" age.

Some Advertising Reads Like a Book

The trouble with so much of modern advertising is that it reads like a book. It consists of putting together words instead of ideas. Advertising today is largely a matter of formula; it suffers from "rubber-stampism," as Roy S. Durstine once said. It gets all worked up about trick ideas in borders and pictures; it declaims about simple, everyday things. It is of the age of torch parades.

Some of the crispest, freshest headlines in advertising come from the lips of customers of a store, unrecognized by anyone but an advertising man with a nose for human phraseology and homely philosophy.

Back in my retail advertising days I found that some of the most effective advertisements were more like reporting than advertising writing. We just put down what happened—and how the public did respond! For instance, here's the way an advertisement started out for "Little Joe" of Baltimore, who wanted to retire from business:

"At Last I Am Ready
to Say 'Enough'—

Jos. Weisenfeld.

"I started this place in 1892. I tried to find a picture of the store to show you, but I couldn't find it.

"Thirty-three years of hard work tells on a man. I'm tired—and I want to retire. I want to see the world a bit. Last year I went to England, and I liked it.

"I'm going to close up the place, and you can't make it quick enough for me!

"I'll tell you how far I have already gone with this thing. I've worked out a plan to divide my store into small stores. Two of these are already rented out. The rest will be gobbled up the minute the word goes out about what's going to happen. Julius Mintz, 400 Equitable Building, is taking care of that for me.

"Everything I've got—for what I can get! You can't get the police out with any 10 per cent reductions—and I want some excitement around here. I haven't made enough to give the stock away, but I'm going to do the next thing to it.

"If I had only made my mind up a little earlier, I would have saved myself a lot of money. You see, much of the spring merchandise is already on hand—and all of it will meet the same fate.

"SELL OUT! SELL OUT! SELL OUT! That's the only thing on my mind. And when a man gets to that point—he might as well get the matter off his chest and get it over with. So that's what I'm doing."

Then followed a few specific examples of the bargains which would be available.

A Problem in Psychology

In Baltimore some years ago a smart shoe shop for women decided to add a men's shoe department. It was given a thorough trial—but it wasn't a "go." We were called in to write the advertising that was to tell the town

that the men's shoe department was to be closed out—and here's what I wrote, under the heading, "Tomorrow Morning at 9 O'clock a Problem in Psychology Will Be Settled!"

"What it is that makes a man timid about going into a woman's shop we don't know. After this let the professors at Johns Hopkins worry about it. We're through trying to figure it out. All we know is this—men are reluctant to shop in a woman's shop—and it cost us a pretty penny to find it out.

"We're doing a good job with women's footwear—and because of that we thought that it would be easy to sell men's shoes on the strength of that. We featured Nettleton Shoes (they're fine, aren't they?) but evidently it wasn't the wrong shoes. It was the wrong psychology.

"So tomorrow morning at 9 o'clock we're going to settle it all and admit our mistake.

"We're going out of the men's shoe business. The rest is up to the professors."

There was a store in a certain city that made the mistake of trying to step out of its class. It needed a frank facing of its natural audience. So here's a sample of the sort of advertising that put the store over:

**A PLAIN STATEMENT
ABOUT A PLAIN STORE
FOR PLAIN PEOPLE**

"You can go to one of those places in New York they call 'The Cathedral of the Motion Picture.'

"George Washington takes one-third of your ticket. Alexander Hamilton the second third, and a fellow who turns out to be Thomas Jefferson takes the last third.

"The 1,000 piece orchestra plays! Stars in the sky blink! Colored lights go on and off—and after a while the curtain parts and you see . . . a moving picture!

"We have no quarrel to pick with the people who like this sort of thing—and have the money to pay for it.

"But please remember you can see the same picture . . . without the

fancy scenery . . . in your neighborhood house . . . for a quarter.

"Nearly every store in this town has 'carriage trade' ambitions. A label in a piece of merchandise must do something more than mark reliable merchandise. It must give the lady social standing in her neighborhood as well.

"If you are one of those ladies who must have a 'carnation studded' gentleman in a frock coat bow to you as you enter—this is not the store for you!

"If you are one of those ladies who has to have a gentleman decked out like a Swiss Admiral to deliver your package, this is not the store for you!

"There will be more Chevrolets and less Rolls-Royces in front of our door than any store in Baltimore more!"

Too much advertising copy passes up the inexhaustible source of good copy—human interest—and relies on mechanical tricks for individuality. All the mechanical tricks in the world won't save uninteresting advertising, any more than face powders and lipsticks will give a girl brains.

***The Message Is
the Thing***

Fiction writers don't think a lot about the kind of type their stories will be set in; the reading pages of the magazines don't try to compete with each other for the purpose of getting a reading. It is a serious indictment of advertising that so much of an advertising agency's time is taken up with thinking of ways and means to attract attention to the message. The message is the thing! The way it is dressed up should be incidental.

Forget the old fallacy that your advertising comes entirely out of your merchandise. People don't buy merchandise because of the material it is made of, or the way it is put together. As Richard Surrey has well said: "You are not going to move anyone's feelings by telling him how many bolts and nuts there are in your cream separator, or how many wires are in your piano. You must observe something more than the mere

visible elements of your product. It is necessary for you to observe that aspect of your product or service which will create an emotional impression in the mind of the prospect, which will make him feel it desirable to possess it."

Now where do advertising ideas come from? From strange places, sometimes. For example, even the idea for this paragraph came from a circular I once received from *True Story Magazine*, entitled "The Romance of the Commonplace":

"Jack London once told me that any man with a tattoo-mark on the back of his hand, or even on his forearm, was worth following for a romance, and the rule has held good for me. A startling verification of Jack's perspicacity was vouchsafed me (there, I've used all the big words I know) the other evening when I met, for the first time, a husky citizen whose hairy fist was topped by a bright blue anchor. I told him, jestingly, what London had said to me, and he nearly knocked me over when he told me that he once met London in a saloon in the Klondike. He had half a hundred interesting anecdotes to relate about the man."

"The lives we elbow but can never touch" is Basil King's striking definition of the way we move about a world peopled by mystery and romance:

"Yourself, for instance, do you know why your stenographer no longer wears an engagement ring? . . .

"A waiter bends over you at the Baltimore and takes your order with an impassive 'Very good, sir.' Would it interest you to know why he once killed a native in the South Sea Islands?



Represents El Paso Papers

The El Paso, Texas, *El Continental*, a Spanish language publication, and the *El Paso World-News* have appointed The Beckwith Special Agency, Inc., publishers' representative, as their national advertising representative.

Gerdning with Blakely

Jules Clyde Gerdning, formerly art director of Williams & Cunningham, Inc., Chicago, has joined the Blakely Printing Company, of that city, as an account executive.

"A florist's boy passes you on the street, whistling. On one arm he carries a wreath across which is draped a purple ribbon; under the other arm he carries a bride's bouquet. . . .

"And yet, the backgrounds against which these pictures are painted is life; romance is the name we give to the colors on the canvas."

Now what has all this to do with advertising? The human sort of advertising comes into the world the same way. There's romance in everyday things; more of it than in the big issues of life. Romance in the search for the right tie—romance in picking a toy to earn a child's kiss.

I want to make a plea for more sincerity in the writing of advertising; less speechmaking in copy, and more believable talking. I want to make a plea for the "lowering of the voice." I want to see the day when the loud-mouthed advertising writer takes his place with the old-time, spread-eagle speaker of the "School of Elocution" which is now mercifully a thing of the past.

We must study human habits and fall in with them instead of trying to change them.

A good advertising writer is simply a talented writer who is writing about business.

Only good writers can write good advertisements.

Let us employ the methods of a fiction writer a bit more. The technique of the story teller is badly needed in advertising; there is no sharply drawn line between writing to entertain and writing to sell.

Advertising is too self-conscious. It ought to lose itself a bit more in its story.

New Account to Mitford

The Circle Bar Knitting Company, Ltd., Kincardine, Ont., has appointed Mitford Advertising, Ltd., Toronto, to direct its advertising account. Newspapers and business papers are being used.

New Radio Business

Nathaniel Shilkret, orchestra leader, and David W. White, for the last four years director of the Mobiloid radio program, have formed a radio program advisory service at 2111 Beekman Place, New York.

To Doctors: Advertise!—But Not Individually

(TELEGRAM)
LOS ANGELES

Please air mail issue dates containing articles should hospitals or physicians advertise either individually or co-operatively.

LORD & THOMAS,
KENDALL THURSTON.

THE question of advertising by physicians individually runs right up against the matter of professional ethics and as conditions are today, few doctors of good professional standing would dare to brave the contempt of their colleagues by using advertising.

Unfortunately, physicians and dentists have carried this attitude into the matter of co-operative advertising and as a result often appear to be upholding their professional ethics at the expense of public health education.

The American Dental Association has just been torn by internal strife centered about the progressive ideas of Dr. Martin L. Dewey who believes that the dentist could perform a great service to the public by doing co-operative advertising in local communities, teaching the public the need of care of the teeth. A large group of dentists climbed onto their very high ethical horses and maintained that any kind of advertising which implied that the dentists wanted business was horribly unethical.

To the probably prejudiced eye of the layman, such an attitude would seem to imply that the den-

tist would rather have thousands of people neglect their teeth than have a few people, largely professional men, cast aspersions on the ethical standing of the dental profession.

PRINTERS' INK, for a number of years, has felt strongly that physicians and dentists should advertise co-operatively. It has not advocated straight sales campaigns intended to bring patients flocking to offices in large numbers. It has advocated co-operative campaigns educating the public on true health principles and fighting the efforts of the quack who has no ethical principles and who is only too willing to use all of the devices of publicity and salesmanship in order to get people to come to his place of business. A few such campaigns have been sponsored by local groups of both physicians and dentists.

Oddly enough, the very physicians and dentists who fight so bitterly against educational advertising, clamor vigorously for publicity. Let a local medical association meet without due notice in the newspapers—and please use all of the doctors' names possible—and the publishers hear about it. Let the same publishers suggest that the physicians co-operate to teach the people the truth about public health and professional hands are raised high in ethical horror.

It is all a bit confusing to the outsider.—[Ed. PRINTERS' INK.]

Scholl's Largest Campaign

A FALL and winter advertising program, the largest in its history, is being carried forward by the Scholl Manufacturing Company, Chicago. Magazines are be-

ing used, and later newspapers will be added in featuring Dr. Scholl's foot products. Business papers are also being used as part of the new campaign.

Gets Beefex Account

Beefex, Ltd., Montreal and London, England, beef extracts, has appointed the Montreal office of the Canadian Advertising Agency, Ltd., to direct its advertising.

Stewart with Ruthrauff & Ryan

Kenneth D. Stewart joins the Chicago office of Ruthrauff & Ryan as an account executive, effective October 1. He was vice-president and account executive of Collins-Kirk, Inc., Chicago.

TRUE STORY

August net paid

2,021,000

✓ True Story in August not only delivered a 200,000 bonus over the guarantee but 86% of the total was sold over the newsstand.

Newsstand	1,744,120
Boy Sale . .	79,577
Subscription	<u>197,889</u>
Total . .	2,021,586

✓ For July, the first issue at the 15c. price, the net paid sale was 1,878,430 broken down as follows: Newsstand 1,606,790; Boy Sale 77,510; Subscription 194,130.

✓ Final figures on September are not available—the Sales Department conservatively estimate well over 1,900,000.

✓ True Story has the largest newsstand circulation of any magazine. Each month this newsstand sale rechecks purchasing power and reader interest.

Sept. 29, 1932



RADIO

First over all Chicago daily or Sunday papers in Radio Lineage since 1923, the Chicago American continues its leadership in this significant classification in the first 8 months of 1932. There can be only one reason for such uninterrupted supremacy from almost the inception of radio advertising — supremacy in results.

National Representative DNI

1923 • 1924 • 1925 • 1926

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1927

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1928

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1929

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1930

•
1931

1932
FIRST 8 MONTHS
—
CHICAGO AMERICAN
159,525 LINES

Second Paper	139,486 Lines
Third Paper	74,114 Lines
Fourth Paper	49,749 Lines
Fifth Paper	39,693 Lines
Sixth Paper	35,428 Lines
Seventh Paper	19,504 Lines
Eighth Paper	10,734 Lines
Ninth Paper	7,404 Lines

Authority: MEDIA RECORDS

CHICAGO
AMERICAN

Good newspaper now in its TWELFTH YEAR of
population leadership in Chicago's evening field

representative DNEY E. BOONE ORGANIZATION

Survey New York Market

TWENTY-THREE suburban counties, including forty-two cities, together with five boroughs, constitute the retail trading area of Metropolitan New York, according to a survey just completed by the Merchants Association of New York in co-operation with the Publishers Association of New York. The area, in all, comprises 10,233 square miles located within a sixty-mile radius of City Hall.

The area included was determined by the following definition: The retail trading territory of any city is to be that area within and adjacent to the city which presents a consumer market profitably accessible to the city's retail merchants and to chains and manufacturers operating from the city.

The committee decided that for the purposes of the survey it would include only entire counties to

make it possible readily to compile complete, authentic statistics. The survey was in progress six months.

Before fringe counties, such as Putnam, Ulster, Dutchess and Orange in New York and Sussex, Warren, Hunterdon, Mercer and Ocean in New Jersey, were included in the retail trading area, a ten-day traffic count on telephone calls between these counties and New York was made. An analysis of newspaper circulation followed, as well as a study of the number of commuters daily carrying to and from New York newspapers and purchases made in the city.

The population of the area so defined represents nearly one-tenth of the nation's population. The total number is 12,055,187 persons, of whom 9,464,707 live in cities, the remainder representing people living in villages and rural sections.

New Parcel Post Rates

New postage rates on fourth-class matter go into effect October 1. Increases on one to ten-pound parcels will not exceed 2 cents for first two zones and 1 cent for third zone. Increase on eleven to twenty-pound parcels mailed to zones one and two will not exceed 3 cents; for zone three will be 1 cent.

Increases will not exceed 2 cents beyond the third zone, then only if it weighs less than five pounds. On parcels weighing more, most rates will be reduced.

Maximum parcel weight is seventy pounds; maximum length and girth combined, 100 inches.

New Half-Ton Truck

A half-ton six-cylinder motor truck, it is reported, will soon be manufactured by the Willys Overland Company to specifications of the International Harvester Company. The truck will be marketed by the Harvester company under its own name.

Fire Chief Answers New Call

Ed Wynn, star of the Texaco radio hour, has become president of the Amalgamated Broadcasting System, Inc., a radio program agency with offices at 551 Fifth Avenue, New York. Arthur Hopkins is director of productions.

With "Country Gentleman"

C. R. Kimball, formerly with *The Farm Journal*, has joined the staff of *The Country Gentleman*, Philadelphia.

Third Charles Scribner Heads Business

Charles Scribner, for the last seven years vice-president of Charles Scribner's Sons, New York, book publishers, and publishers of *Scribner's Magazine*, has been elected president. He is the third of that name to head the firm since it was founded in 1846 by his grandfather. Maxwell Perkins, formerly secretary, has been made vice-president and John Hail Wheelock has been made secretary.

Schott and Wilker, National Carbon Vice-Presidents

Harry A. Schott and A. V. Wilker have been elected vice-presidents of the National Carbon Company, Inc., New York. Mr. Schott continues, in addition, as general sales manager. Mr. Wilker had been assistant general manager.

To Merge Radio Magazines

Radio Call Book and Technical Review has been acquired by Teck Publications, Inc., New York, publisher of *Radio News*. Both periodicals will be consolidated under their joint names, starting with the December issue.

Spaide Shirt to Hill

The Albert P. Hill Co., Inc., Pittsburgh, has obtained the advertising account of the Spaide Shirt Company, Butler, Pa., which has added the Spaide Koot to its line.

White Frogs for Old Blades

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W HEN a person buys a tube of Listerine shaving cream, paying the regular retail price of 25 cents for it, he is going to be given a "Listerine Frog"—the frog being a porcelain receptacle for receiving his discarded razor blades.

The frogs will be given by the Lambert Pharmacal Company (1) as an inducement to dealers to stock the line, (2) to stimulate buying in a retail store, (3) to make the consumer satisfied to pay the full price for the item.

Business-paper space is now being used to merchandise the proposition to retailers. The receptacles are offered as part of a special deal—two dozen going to dealers ordering one dozen seven-ounce bottles of Listerine, three dozen toothpaste and two dozen shaving cream.

After giving the dealers a chance to get stocked up, the company will start a consumer advertising program during the latter part of October. Rotogravure space in ten newspapers will be used together with black and white in newspapers of thirty cities. The company's regular magazine copy in November will include incidental featuring of the special offer.

This plan in its main features is similar to the Lambert fillable bottle deal described in the June 16 issue of *PRINTERS' INK*. That deal brought in orders from dealers for more than \$1,000,000 worth of merchandise in twenty days.

These offers are designed to aid Lambert in its battle for price stabilization. The fillable bottle offer demonstrated that cut-price practices can be greatly curtailed. Price slashing was not eliminated, but there was a marked decrease in the efforts of price-cutters. Dealers found the combination a purchasing inducement to which

THIS FROG
answers the question:
"What'll I do with used razor blades?"
and
boosts
your sales
of

LISTERINE SHAVING CREAM

Every man who shaves from your store has the problem of used razor blades and where to use them.

If he can solve this problem and get a big, three

month's tube of superfine shaving cream, both for 25¢,

he'll be a happy customer.

Given him that choice, with such tubes of Listerine

Shaving Cream, give him a genuine high-quality prod-

ucts frogs that conditions used razor blades.

The frogs cost you nothing. Dealers get the display material that goes with them—two red-and-white window signs and a lithographed counter merchandise

kit for your store.

Read the simple, generous terms of the new Listerine

Offer. Then get on the phone to your wholesaler—quick!

Lambert Pharmacal Company, St. Louis, Mo.

HERE'S LISTERINE'S OFFER (No. 1324)

	Get Retailing for
1 Dozen 7-oz. Listerine Antiseptic	\$ 4.99
3 Dozen Listerine Tooth Paste (3M size)	6.30
2 Dozen Listerine Shaving Cream (2M size)	4.20
Less Postage	\$ 13.49
Net Cost to Retailer (less 10% and 3% ¹)	\$13.54

FREE [2 Dozen Listerine Porcelain Frogs
It will be given free with Listerine Shaving Cream.
1 Counter Merchandise
2 Window Displays

the public already has responded by taking almost all the 500,000 units ordered by druggists.

The fillable bottle went over, the company believes, because it avoided arousing the resentment with which dealers view combination deals that offer companionate products which should, of themselves, be profit producers. Both the bottle and the holder for old razor blades are non-competitive with a druggist's stock in trade.

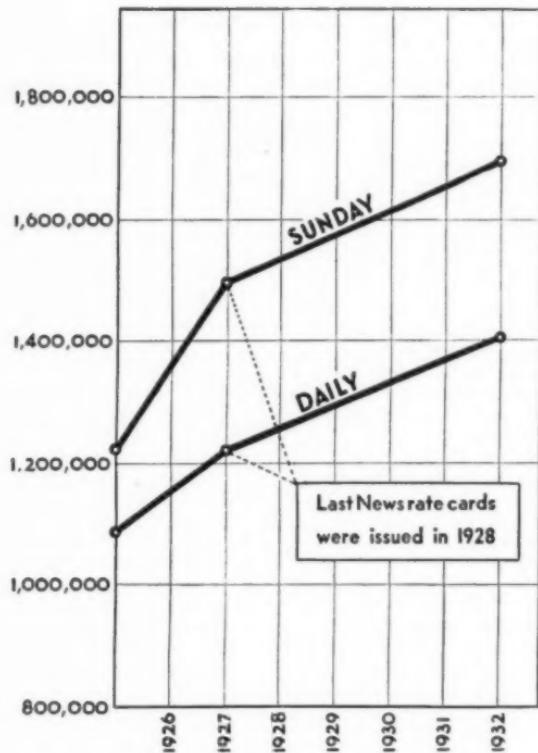
Directs Arco-Petro Campaign

Marschalk & Pratt, Inc., New York, is handling the campaign on the new Arco-Petro oil burner which is being produced jointly by the American Radiator Company and Petroleum Heat & Power Company. Newspapers are being used.

Hays Appointed by Baltimore "Post"

Loren E. Hays, formerly with the *Chicago Evening American* and the Julius Mathews Special Agency, has been appointed national advertising manager of the *Baltimore Post*.

53



The cost of News space has been cut continuously since 1928, by increases in circulation without increases in rate. Advertisers should take full advantage of this latest reduction.

•

EFFECTIVE
September 1, and
until further notice
THE NEWS
will cut all its
advertising rates

5%

•

THE  NEWS

New York's Picture Newspaper

Consumers Want Quality First—Price Second

American Women Have Learned a Lot About Bad Bargains and Shoddy Merchandise

By Loring A. Schuler

Editor, "Ladies' Home Journal"

WHAT does the consumer want?

The obvious and easy answer to that question might be that she wants money to spend in the same lavish and carefree manner that she spent it three years ago. If suddenly she should have the same full pocketbook with the same blind optimism that characterized those days, one might think that there would once more be no problems of manufacture, of distribution, of banking or budgets or personal economy.

But then we should be no wiser than we were—and just as far from the real solution of our difficulties.

The fact of the matter is that out of our distress some small measure of wisdom is slowly emerging.

These apples we have plucked so far from the tree of the knowledge of good and evil merchandising:

1. A bargain is a bargain only if it makes a satisfied customer.

2. The American buyer has learned by sad experience to put quality above price alone.

3. A gyped customer is a poor advertisement.

4. Trade-marked identity is a more powerful weapon than half-priced anonymity.

5. Cutting price below cost makes business only for the manufacturers of red ink.

6. Business is possible, even in a depression, if quality and price go hand in hand with honesty and integrity.

Quality is the first demand of the consumer. Price is the second. Service is the third. Where the American woman finds these three

factors, or the first plus either the second or the third, is where she will buy.

The consumer of today has been educated to demand the best. And when she encounters such a situation as has developed during the last year and more she is rightly resentful. For what has appeared to be at least as good as the best has all too often turned out to be nothing but junk, presented under the camouflage of changing conditions.

Ultra-bargain merchandise to be sold at a profit is made by manufacturers who also are looking for a profit. Cut a little here; trim a little there; use a loaded silk instead of good material; skimp on the seams and hems; stuff a chair with uncleansed padding; make cosmetics of inferior ingredients—all this and more was done to satisfy Mrs. Consumer's sudden desire for too great bargains.

Not What the Consumer Wanted

Of course, this wasn't the sort of thing that the consumer wanted at all. A dress that wouldn't wear was no economy. Shirts for her husband that shrank to small boy's size were certainly not a bargain. A chair that fell apart—no matter how well it had looked on the sales floor—was an extravagance. Cosmetics that did strange things to hair and skin, however low their price, were not only too costly but also dangerous.

Of course, it was their own fault. Probably they should have examined their bargains more closely. They should have known the prices were too low. But the point is that they hadn't had this sort of experience before; they had no reason to suspect that the

1932 bargain was inferior to that of, say, 1929.

And as you may imagine, it would be both difficult and embarrassing for a woman to burn a piece of silk dress to find out how much tin was in the fabric; or to slash open the upholstery of a chair to see what is underneath.

Which brings us to a point on which there has been a good deal of talk but not much action. How can the consumer know? By what means can she learn how to buy?

In the absence of other known standards, *national advertising, and the resulting creation of a recognized trade-mark, is the best assurance to the consumer that a given article is always as represented.*

And it is particularly significant at this moment that so many wide-awake retailers are recognizing the value to their business of pushing sales of the things that people have learned to know.

Yet, deplorable as it may seem, recent events have left many women in so suspicious a frame of mind that they are beginning to doubt even what they know to be true.

"You urge us to buy trademarked goods," one woman wrote me only a few days ago. "But how are we to be sure that this is not another gigantic racket?"

When the quality mind of the American woman was forgotten, the anonymous manufacturer and the fly-by-night retailer damaged the established reputation of our merchandising system to the tune, I dare say, of millions and millions of dollars. It will take time and money to restore the confidence that was lost in just a few short months.

Of course, not all anonymous merchandise is shoddy. We all know of big manufacturers whose unadvertised side-lines are as reputable as the products to which they attach their names. And we know, too, of many small companies, coming up in these days of rapidly changing conditions, whose pride and hope are in the high quality of the products they are making—and for that very reason some of

them are destined to be among the big companies of tomorrow.

But I say to you without fear of contradiction that all shoddy merchandise is always anonymous—without pride or pedigree or reputation, without responsibility.

The consumer is turning again to stores whose integrity she knows, and to manufacturers whom she has reason to respect. She is learning to know and to look for the symbols of various trade associations that have set up known standards of excellence—the star of the American Gas Association; the acorn on colored cotton goods; the seal of the American Medical Association on foodstuffs; and other insignia on mirrors, wall paper, mattresses, and so forth.

Another Move She Will Hear About

Soon, too, she will become conscious of the recent move of some of the garment manufacturers to get together to boost quality, through the maintenance of high standards and through fashion shows to promote American designing ability—a move that I understand is also to extend to the millinery trade.

The consumer is learning, too, that many manufacturers maintain laboratories for the constant testing and improving of their products; and even though in most instances they have seemingly tried to keep this effort a secret from the consumer, she is none the less impressed.

What does the consumer want? She wants to be remembered as the keeper of the family purse and the spender of the family income.

She wants fair play from the manufacturer and the retailer.

She wants a dollar's value for a dollar spent.

She wants to pay prices that are lower than those of three years ago—but not so low as to eliminate quality.

Or else—she just will refuse to buy at all, and we shall see a serious revival of the futile effort that was made last spring to make shabbiness fashionable and hoarding a virtue.

Remington Rand Makes a Suggestion

TWO things stand out in the recent suggestion of Remington Rand, made to other manufacturers and to Chambers of Commerce.

1. Industrial inventories are at lowest point in ten years. The consumer too is under-inventoried. This is based upon investigation and recent statements of their own condition by leading companies.

2. Purchasing power comes from increased payrolls. "Merchants will not purchase ahead as long as their customers do not have jobs or money with which to buy. Two years of idleness have sapped the savings of workers. Before they can buy again they must first earn money. That money must naturally come from pay envelopes."

Remington Rand, which some time ago used advertising to announce its big orders for replacements and raw materials, then tells in its paid copy that it has this month increased its factory payrolls by more than 50 per cent.

It also says, "the time has arrived for concentrated action by all manufacturers. The resources and credit are available to reopen plants. The uptrend must be

Marcus with Leeman Products

Mitchell P. Marcus, formerly advertising manager of the Auburn Sales Company, has been appointed director of advertising and sales promotion of the Stephen Leeman Products Corporation, New York, Ming Cha tea.

With Sterling Cable

F. A. Nealon, formerly with the Packard Electric Company, has become sales manager of the Sterling Cable Corporation, Port Huron, Mich.

Appoints Goldberg

Building Owner and Manager, New York, has appointed S. M. Goldberg Eastern representative, effective October 1.

Why we are increasing our factory pay-rolls

50%

We hope these reasons will appeal to many other manufacturers...the action of a few can do but little...concerted action can do much.

By James H. Rawls, Jr., President
Pennsylvania Board of

turned into a solid re-vival before winter comes.¹⁹

It makes this suggestion that every Chamber of Commerce mobilize its member manufacturers, urge them to reopen factories and increase plant activities for sixty days to build new inventories of finished goods. Points out that the very fact of reopening, adding to payrolls will form a reservoir of future consuming power to buy back such goods.

With the Robertson, Teagle and other committees making other plans and many other groups working on trade revivals, Remington Rand's advertised suggestion contains elements of great simplicity, suggests immediate action.

Savory Expands

Savory, Inc., Buffalo, N. Y., cooking utensils, has taken over the Central Stamping Company, Newark, N. J. Executive departments of the Savory company have been moved to 591 Ferry Street, Newark.

Tucson "Star" Appoints

The John W. Cullen Company, Western representative of the Tucson, Ariz., *Star*, now represents that paper in the East, also.

Appoints Spencer Young

Manufacturers' News, Chicago, has appointed the Spencer Young Company, New York, as its Eastern advertising representative, effective October 1.

DIVERSIFIED INDUSTRIES OF LOUISVILLE



Among the longest established manufacturing plants in Louisville is the Logan Company, founded in 1876. This concern is one of the important steel and metal working plants in this section and conveying machinery manufactured by them is sold to factories and warehouses in every State in the Union.

A complete foundry, sheet metal shop, structural steel department, plating and finishing plant and wood working facilities enable this concern to manufacture virtually any product of steel or steel and wood combination.



Greater Louisville and its rich, diversified market, KENTUCKIANA, can be effectively reached at one low cost only through one medium—

The Logan Company is another of the important manufacturers which contribute to the industrial stability of this section.

THE COURIER-JOURNAL THE LOUISVILLE TIMES

Major Market Newspapers, Inc.

-:-

Audit Bureau of Circulations

REPRESENTED NATIONALLY BY THE BECKWITH SPECIAL AGENCY

See the Polk Cons...

THE DATE—May, 1932. With pen in hand a staff of experienced investigators employed by R. L. Polk & Co. call on 45,500 housewives in Columbus, Ohio.

The interviews average 17 minutes each. Answers are recorded on prepared blanks. At the home office in Detroit, Hollerith machines assemble and assort the findings, living facts and clear, sharp truths, immediately applicable to to-day's sales problems.

The full report is released this week.

Thus another chapter is added to the most extensive study

in Consumer Research ever undertaken.

Independently initiated, terms operated, sound in plan, checked in execution, this is the pioneer work already presenting a major contribution to marketing.

Released now at a time when generalizing is perilous, these fact studies are invaluable signs posts for sales and advertising executives. Never before has a road to the national market been so plainly marked.

For the first time—and on this is our reason for advertising now another's service gratuitously, the comparative advertising up to

New York Office:
350 Madison Avenue
Telephone, Murray Hill 2-5665-6

Chicago Office:
919 North Michigan Avenue
Telephone, Superior 8385-6

San Francisco, Los Angeles, Seattle, Atlanta:
Blanchard-Nichols-Coleman

NATIONAL

29 1932

Apr 1

Consumer Analysis

urch event of to-day of sixteen lead-magazines is here weighed initial forms of actual purchases made plan condensers. Without bias it provides comprehensive data with which to market the relative value of different magazines for advertising a time when different types of products. Valuable, whatever your marketing principles, here is food for thought. Before has it shown which magazine marketeer groups pioneer in buying only marking betterments by showing one—and in they bought many things advertising now own. Evidently it indicates the home advertising standards of living and

buying to-day. But see it yourself.

Our staff representatives have complete magazine data and breakdowns in hand now—subject to your call.

Quick Facts that Measure The Geographic's Influence

- 1 1,202,621 net paid A. B. C. circulation (last 6 months 1931).
- 2 98% delivered direct to readers.
- 3 85% voluntary renewals per year for last five years.
- 4 Unforced circulation—no solicitors, no premiums, no discounts.
- 5 \$4000 per page for four colors; \$2600 for black and white.

NALOGRAPHIC MAGAZINE

For Marketing Medium



Everyday observation shows that most of the things bought at retail represent the taste and judgment of more than one member of a family. Whether it's an automobile, chair, toothpaste, or even an overcoat for Dad, family opinion influences the choice.

That is why the advertiser who speaks through a family newspaper has a smashing advantage. He lays his case before the whole jury, gets the equal attention of men and women readers, and avoids the sales resistance which inevitably results when each member of a family thinks differently.

The Los Angeles Times exemplifies family coverage of the highest order. With a circulation 96% delivered by carrier, The Times is a breakfast guest in nearly 200,000 Southern California homes. Reaching from two to five adults per copy, The Times furnishes the largest newspaper audience on the Pacific Coast.

The productiveness of family coverage is indicated by the fact that during the first eight months of 1932, The Times led the nearest Los Angeles newspaper by more than 1,850,000 agate lines.

Los Angeles Times

Representatives: Williams, Lawrence & Cresmer Company, 285 Madison Ave., New York, N. Y.; 360 N. Michigan Ave., Chicago, Ill.; 10-169 General Motors Bldg., Detroit, Mich.; 210 Chronicle Bldg., San Francisco, Cal.

General Foods Writes a Recipe for Recipe Books

New G-F Cook Book Applies Merchandising and Advertising Lessons to Work That Is Sold to Women for \$1

WITH the recent publication of the "General Foods Cook Book" the manufacturer of Maxwell House Coffee, Baker's Chocolate, Jell-O, and other well-known advertised products, has concocted a book which should be required reading for all manufacturers who issue advertising recipe books. The basic ingredient is merchandising applied to recipes.

Attractive layout and generous spacing make the text pages easy to read. Thirty-one photographic rotogravure illustrations of table settings and complete menus whet the appetite. More than 600 recipes and ninety-five menus, points on how to buy food and plan a meal, kitchen tools to use that make measuring accurate and work easy—all are covered in bright and chatty fashion.

By the very completeness of the book the company is able to discuss at length the merits of its products, the prestige and history of its organization and the work of its consumers' service department. These discussions, sometimes dealt with in whole chapters and again sprinkled here and there through the 370 pages, are not intrusive nor detracting.

An excellent feature of the book is its index. The idea for the index, it is explained, came about during a discussion on how a woman plans a meal. What is her starting point? This question was found to have many answers.

The real answers are supposed to be the recipes. But she may not dream of having Hunter's Pudding, for example, may not even know what it is or, at least, know it by that name—yet have some sour milk that she wants to use up. It is the sour milk that is on her mind.

Under "Left-Overs" and under "Milk" she is led to Hunter's Pudding or other choices. Similarly,

if it is an oven meal she wants, the index groups these as it does complete menus, what to have for parties, for summer meals, for Sunday night. In the back of the book there is the regular index by recipe and by product.

All roads must lead to Rome if a cook book is to be a profitable venture for an advertiser. Therefore, both indexes, under brand names, list recipes in which Minute Tapioca, Grape-Nuts, Log Cabin Syrup and other General Foods products are major ingredients.

The system followed in the subject index is best described by citing the index listing for "Chocolate, America's Favorite Flavor." Three chapter headings are "Sauces to Keep on Hand," "A Chocolate Tradition—Baker's Unsweetened Chocolate" and "Some Important Facts about Chocolate."

Then follow eight recipe groupings such as "Chocolate in Cookies" and "Four Chocolate Sauces."

Cook Books Must Be Complete

A cook book to be fully serviceable, must be complete. The new book, accordingly, treats of cooking in all its aspects which of course means that hundreds of recipes require no use of General Food products—if exception be made for Diamond Salt. This is a distinct departure from ordinary advertising recipe procedure.

Simplification, with many of these recipes, is also used. As many as nine vegetables, for example, that are cooked in water to cover, have their directions included in one short section while another gives directions to be followed in cooking fourteen vegetables that must needs be cooked in a large amount of water.

Every detail, from planning the purchase of food, through purchase

and up to serving of foods on the table, is taken up step by step.

It is not for this matter of cost alone that a charge of \$1 is being made (though the price listed on the jacket is \$2.50). From experience the company has learned that many people place more value in an offer for which a nominal charge is made. Further, setting a price insures such merchandising and sales promotion helps getting into the hands of those most likely to appreciate the share of expense contributed by the company and

keeps to a healthy minimum requests from those who are only curiosity seekers.

The first edition of the new book runs to 25,000 copies. It is being advertised in the company's regular publication advertising and announced in connection with its cooking school broadcasts. A folder, descriptive of the book, will be inserted along with specific material requested in coupon inquiries. A test also is planned to see how successfully the book will move if displayed on retail store counters.

Buchanan Retires

EARLY in 1873 James A. Buchanan entered the advertising business as an employee of N. W. Ayer & Son. Last week he retired from the Chicago staff of the Riddle & Young Company, farm-paper representative, and brought to a close a sixty-year career in advertising.

He retires with the good wishes of Riddle & Young, publicly proclaimed in an advertisement in this issue of *PRINTERS' INK*.

Mr. Buchanan was with N. W. Ayer for forty years. In the earlier days he traveled over most of the country, calling on the advertisers of that time and soliciting their business, as was the ad-

vertising agency's province then, for the publication space which Ayer had under contract.

In 1913 he left the Ayer agency to represent his own list of farm papers in Chicago. In 1920 he became associated with the James M. Riddle Company, now the Riddle & Young Company, and has continued in that connection ever since.

Nobody knows how old Jim Buchanan is. His vigorous step and hale appearance belie what must be a considerable age. He had at least one job—in an iron foundry in Philadelphia—before he joined the Ayer agency back in '73.

Asheville to Advertise

Final plans will soon be completed for a fall advertising campaign by Asheville, N. C. D. Hiden Ramsey, general manager of the Asheville *Citizen-Times*, is chairman of the advertising committee. Newspaper advertising is planned in New York, Chicago, Philadelphia, Washington, Detroit, Toledo, Pittsburgh and Boston.

Joins Nekoosa-Edwards

Joseph Pirie, for five years sales manager of the Fox River Paper Company, Appleton, Wis., has been appointed general sales manager of the fine paper division of the Nekoosa-Edwards Paper Company, Port Edwards, Wis.

New Size

Radio-Television Retailer & Jobber has changed its type page size to nine by twelve inches and its trim size to 10½ by 13½ inches.

Heads Detroit Typothetae

George D. LaTour, Jr., secretary-treasurer of the Continental Printing Company, has been elected president of the Typothetae-Franklin Association of Detroit. William G. Heitman, Heitman-Garand Company, is first vice-president and Lew M. Houghton, Williams & Houghton, is second vice-president.

Chicago Women Elect

Anita Kepler, Citrus Products Company, has been elected first vice-president of the Women's Advertising Club of Chicago, succeeding Ruth Gragg, resigned. Mary Derbyshire, J. M. Bunch-cho, Inc., has been elected second vice-president.

United Has New Account

The Recording & Statistical Corporation, New York, has placed its account with the United Advertising Agency, New York.

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Building a Sales Portfolio Salesmen Will Use

FORBES LITHOGRAPH MANUFACTURING
Co.
BOSTON

Editor of PRINTERS' INK:

We are wondering if you have published any articles in either of your magazines setting forth suggested steps in the building of an effective, up-to-date salesman's portfolio.

M. D. PENNEY,
Sales Promotion Department.

THE steps in building a successful sales portfolio will vary according to the message that the company is trying to put across.

For instance, one of the simplest portfolios and yet at the same time one of the most effective is that used by the manufacturers of Arrow Collars. This consists of proofs of a season's advertising campaign pasted accordion-wise on linen.

The salesman goes into a retail store and begins to pull out his exhibition of advertisements until he has a string of proofs thirty-five to forty feet long. Such an exhibition of the company's advertising almost literally knocks the dealer's eye out and demonstrates to him more than anything else the power of the advertising message that is being put behind Arrow products.

On the other hand, there is the graphic sales portfolio which leads very carefully, step by step, through the sales story. Here the manufacturer must figure out how he is going to introduce the story, what points shall be brought up first, what points shall be emphasized, what illustrations should be used, etc.



Daugherty with Green, Fulton, Cunningham

George H. Daugherty, formerly with Behel and Harvey, Inc., Chicago, has joined the Green, Fulton, Cunningham Company, of that city, as an account executive.

Silverware Account Changes

Oneida Community, Ltd., Toronto, has appointed Campbell-Ewald, Ltd., of that city, to direct its advertising account.

There are certain general rules which should be observed regardless of how the portfolio is planned. Chief among these is that it should be light enough so that the average salesman will not object to carrying it about. Many an excellent portfolio spends most of its time in railway stations and hotel check-rooms. To ask a salesman to tote a twelve or fifteen-pound portfolio in addition to samples, order books, etc., which he must carry is an imposition. The salesman won't say much about it to his boss but he will do a lot about it when he gets on the road, out of reach of any supervision.

In the second place, the salesman must be sold the portfolio. Arrow hasn't much trouble in getting its salesmen to use portfolios because it has conducted an educational campaign for years with the result that the salesman has seen what a good portfolio will do in a dealer's store.

Third, provision must be made to keep the portfolio up to date. This means that if the salesman carries it for a period longer than three months, plans should be made for the renewing of soiled pages, etc. A shabby portfolio doesn't make a very good impression on the dealer and eventually the salesman himself will become ashamed of carrying it about.

A reference list of the titles and dates of issue of PRINTERS' INK articles on sales portfolios will be sent on request.—[Ed. PRINTERS' INK.]

Investors Syndicate to Erwin, Wasey

The Investors Syndicate, Minneapolis, has appointed Erwin, Wasey & Company to direct its advertising account. Magazine and radio advertising will be used.

N. P. Brahy Dead

Nicholas P. Brahy, founder and president of the Brahy Advertising Service, St. Paul, died at that city recently.

HIGHLIGHTS

in a Service that cannot be Standardized

Safety in numbers

TAKE any good advertising man. Let him learn all there is about an advertiser's business from aag to zym. Single-handed, let him plan, sketch, write, choose media and give sales counsel. So far, so good. But comes a day and comes a better job. He takes it. Result: Advertiser must start all over again with another man.

Each advertising account in BBDO is in charge of a group. A typical group is shown in the picture. Guided by an Account Representative, each member of the group (including writers, art directors, representatives of marketing, media, radio and other departments as indicated) has a thorough knowledge of the client's business. If one man leaves—the group



closes in, fills the gap. No time is lost.

Even the loss of one man in a group is unusual with us. Our turnover of people is exceptionally low—the result, perhaps, of the ownership of our business being spread out over a large number of people actually

working here, and confined to such people only.

You may remember this room for boys

WITH the headline "For a pair of Jolly Sailormen too young to put to sea," this boys' room was featured in magazines by the Armstrong Cork Company more than two years ago.



"What red-blooded boy," said the copy, "wouldn't be won entirely by the double-deck bunks, genuine ship's lanterns, old sea chest, a 'wireless' that works—and a floor that makes you want to sail the seven seas." The idea took hold amazingly. Several thousand women wrote in about this room, requested the plans. Editors asked permission to use the room in their magazines. So successful was this advertisement that others of its type have been originated by Armstrong and BBDO, including a room for junior aviators, and another for youthful Wild Westerners. More will

follow. Meanwhile the first of this series continues to pull inquiries today—more than two years after the advertisement appeared.

**Thanks,
officer**



NEW YORK OFFICE . . . One night recently, long after closing, a stranger came into our offices here. He had been trying to get a certain reference book—and couldn't. He said he had been referred to us. A BBDO man took him through our Library Research Department, found the book, from which the stranger got the information he sought. On the way out, our man asked, "How did you happen to know about this department of ours?" "It seems unusual," was his reply, "but I tried the Public Library and they had loaned this book to an uptown branch. I simply didn't know where else to go. So I came out of the Library and asked the Traffic Cop if he knew of another library that had the information I wanted. He directed me here."

We maintain a very complete Library Research Department where shelves of books and more than

700,000 clippings are constantly helping us plan and prepare better advertising.

**We believe in
Direct Mail
Advertising**

NEXT week in New York a group of BBDO men will be present at the Annual Convention of the Direct Mail Advertising Association. These men comprise our writing group who are constantly in touch with developments in this specialized branch of advertising work. Here in BBDO we believe in Direct Mail Advertising. We believe it deserves consideration in any advertising plan—and should be keyed to the advertising that appears in publications. But it is a highly specialized type of advertising. That is why we have available a special department of writers who spend a large share of their time exclusively in preparing Direct Mail, keeping in touch with developments, not to mention developing new ideas of their own. Direct Mail plays an important part in our own agency's advertising. Since 1897 (yes, that's right) the Wedge, shown above, has helped make us known to advertising and sales executives.



BATTEN, BARTON, DURSTINE & OSBORN
INCORPORATED

ADVERTISING

383 Madison Avenue, New York

CHICAGO: McCormick Building BOSTON: 10 State Street BUFFALO: Rand Building
PITTSBURGH: Grant Building MINNEAPOLIS: Northwestern Bank Building

Sept. 29, 1932

A SWEEPING STORY

THAT EVERY VACUUM CLEANER MAN SHOULD KNOW



R. L. POLK & CO. CONSUMER STUDY* REVEALS BIG
POTENTIAL MARKET FOR VACUUM CLEANER SALES

Journal families own 24% more vacuum cleaners than the families of any other Portland newspaper. That's important—but only part of the story. The greatest potential market for vacuum cleaners is still among Journal families because of Journal circulation dominance. There's a rich field here for sales—only 53% of all Portland families have vacuum cleaners in their homes and 62% of those are over four years old!



The Journal has the largest circulation in the Pacific Northwest. It reaches more families of established spending ability. It has the lowest milline rate. Naturally then, it is your best advertising buy.

* Based on 64,322 personal interviews
out of 90,440 Portland families.

THE JOURNAL
Afternoon Sunday
PORTLAND • OREGON

ADDITIONAL INFORMATION from the Polk Study may be secured through our
National Representatives—REYNOLDS-FITZGERALD, Inc.
New York • Chicago • San Francisco • Los Angeles • H. R. Ferriss, Seattle

The Secret of Copy That "Writes Itself"

The Longer and Harder the Writer Plays "Twenty Questions" Before Putting Pencil to Paper, the Faster the Advertisement Is Conceived

By Paul Hollister

Vice-President, Batten, Barton, Durstine & Osborn, Inc.

LET'S get a job and start a day's work. We are now a copy writer. Here paper; there pencils. Or a typewriter. Typewriter treacherous; encourages overtalk.

To our desk comes an order, written or verbal. We are to write one (or more) advertisements, to describe the virtue of a certain product to the readers of a certain publication or group of similar publications. It must be bound within a certain rectangle, which our order specifies. Within a length and breadth which is always too small, we must impound our utmost persuasion for the use of the product, in a physical combination of picture and (or) language which will stop all possible skimmers, convert them into readers, into believers, leave them reasonably sure to buy our brand when their need becomes acute.

We pick up sharp pencil, poised it over the paper. (There is no challenge so clear or defiant as the whiteness of paper; it is certain that nothing we set down there can improve it. But we must eat.)

Our product is a grand piano, let us say. Or a box of matches. Yes—a box of matches.

All we need now do is to decide: Who uses matches?

For what?

Which use will burn up the most?

How many of the readers of this paper are habituated to that use?

Who says so?

How does he know?

What other matches do they most use?

Why, preferentially?

Portion of a chapter in "Careers in Advertising and the Jobs Behind Them," a symposium volume with contributions from sixty-one executives, edited by Alden James. Reprinted by special permission of the publisher, The Macmillan Company.

Shall we leave that market to the other fellow, or go after it?

What new uses can our matches be put to?

What have ours that other matches haven't?

What have others, good or bad, that ours have not?

Why not?

Why?

Who cares whether they differ or not, matches being matches?

What things are "the trade" certain not to like about our advertisement because it doesn't grind their ax?

What makes people buy matches of any kind?

What of it?

Who ever told me to write copy?

After an orderly sorting of those questions (and twenty questions more), we can of course answer each; answer by answer, we trim the foundation stone for our advertisement and lay the base wall in place. We are almost ready to make the first mark on paper, but not quite. For first we must answer the somewhat more complex question:

Searching for the Best Way

How may we best put down in picture and (or) language, within the limits prescribed, the shortest, clearest, swiftest, most attractive, persuasive, convincing, and lasting plea that has ever been advanced for matches?

Let's see:

Prometheus was always a colorful lad. Suppose we hang the story on Prometheus bringing fire down from heaven. We might treat it in the primer vein. Or we might rest our case on a dramatic picture. Or we might say, prudently: "Oh, Prometheus is old

bombast. So let's kid him. Let's have a cartoon showing Prometheus disappointed because on his arrival, somebody offers him one of our matches. People smile when they meet; maybe a smile will make us friends as readily as somber allegory."

Handicapped by Space Limits

About now it may occur to us that to do anything at all with Prometheus we need more elbow room than a space seven inches deep by two inches wide. And there goes that idea down river.

So we try the other extreme: brevity. If we are (God forbid) sloganers, we squirm for hours trying to capture a phrase which, by infinite repetition, shall always apply to our matches alone, and shall endow them with all the desirable behavior we claim for them.

Slogans aren't born that way. Slogans (the good ones, of which there are perhaps six on earth) pop out of a piece of copy months or years later, as a happy, compact way of putting what we've been trying for months or years to say—or out of what the major public chooses to think and say about our product. So we give up slogans, forever.

Being temperate and truthful, we conclude that understatement is stronger than exaggeration; we attempt now, with the utmost brevity, to undersell. We evolve, at last, this: "There are plenty of ways to get a light, and one of them is Flares"—which somehow seems to lack something. Even if we don't feel that it lacks something, the sales manager of the Flare Company, our boss, will tell us that it lacks something.

We cast about—and hit on Children! Always interesting. But children-and-matches—mmm? Shall we take the bull by the horns and boldly declare our match to be safe for children? How? Why? After all—are any matches safe for children? Or will they ever be, and why should they be? Children will not do. Dogs? All men love dogs. Far-fetched. What

about health! It's the match that lights the fire that keeps the body warm, we say—and our relentless logic seeps away into the sand like Lost River, along with eighty other dilute notions.

I have exaggerated, but not much. Most good advertisements come out of tedious trial and error like this. I am aware that there is a school of copy writers whose method is opposite to the one I have described. These men and women are the pseudo-scientists who have dabbled in book psychology, and who have emerged with a few formulas with which they believe the public may be led to drink from any trough.

One agency, brilliant and able, doggedly writes every campaign for every product pretty much like all the rest, changing only the names, the photographs, and the specifications of the product. "Why is it," asked a shrewd copy writer, "that when this agency gets a new account, the new product immediately develops unsuspected virtues that will prevent divorce, financial loss, and social ignominy?" The psychological conclave which dominates the copy issuing from this agency has grimly, contemptuously, concluded that all people, by and large, will respond to a certain approach; the copy writer's job is merely one of fitting the product to the standard copy theme.

Some Agencies Have Advertising Formulas

Several other agencies have their individual formulas of superficial treatment of the advertisement, and each agency solemnly "proves" that its own is the only. The fact that the dead-certain formula of the first-mentioned agency has changed several times in the decade past, and the fact that all the manner-formulas of the other agencies differ from each other, is evidence enough that no single formula is the only right one, and that trial and error will, and probably must, serve as the best method of beating good copy out of the thicket of the writer's thought.

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copy, to assemble as many answers as we can find to the primary list of questions we set down about the matches. Whence? For one source, from books. Reference books on all sorts of industries, and products. For another source, from interviews. With whom? Not only with the matchmaker himself, but with his salesmen, with the people who buy from his salesmen, with the people who sell matches in stores, with the people who buy matches at retail. And for another source, incessant observation of people using matches—including ourselves. Matches—or grand pianos.

**"Write to Him,
My Son"**

The advertising manager of a large company, himself one of the best copy writers, got his first job through a want advertisement. His first task was a series of letters for retailers to send consumers to sell them suits of clothes. He handed in his letters. His boss took him to the window, and pointed out into a murky Chicago street: across the way walked a totally colorless citizen. "There, my son, is the public. There is the man your letter must sell a suit to. He doesn't know you. He doesn't want to be interested in suits. He doesn't expect or want a letter. Write to him, my son."

Somehow, by reading and watching and talking and asking questions to appease our insatiable curiosity, we have managed today to produce the text of the advertisements our order called for. If they are not to be illustrated, we must show cause why they are stronger without a picture. If they are to be illustrated, we must have a pretty good conception of the scenario for the picture and the space it will need; perhaps we have even a conception of the graphic technique in which it will be most effective.

Before our advertisement can be finished, we should have pinned to it a sort of diagram of it. We need not know how to draw to make this rough sketch; a little knowledge of picture lines and

tones and colors—yes, and of arrangement, too—can do us no harm. Being word-people, we must have extra nerve to face the fact that a perfect picture may be ten times as effectual as all our language, the nerve to cut our text to nothing so as to let the picture work—provided we have conceived the perfect picture.

The reading, watching, talking, and interrogating probably took us ten, twenty, a hundred times as long as the actual writing of the copy. Out of the operative subconscious in our minds, which Robert Updegraff has so neatly called "the fireless cooker," has come a dish ready to serve and eat and digest in a few minutes. It may almost be said that the longer and harder we have played twenty-questions before we put pencil to paper, the faster we shall conceive the advertisement itself; the copy, as we say, "writes itself."

So, this day, we have written the copy that the order sheet told us to write. This day past is any day, every day, in the career of any advertising copy writer, whether he work in a store, an agency, a factory, or a print shop. In one case out of a thousand, a copy writer will come to a job cold and fresh, attack paper, and turn out the one perfectly suitable piece of copy. The other 999 pieces will be the by-product of constant, cumulative questioning and observing, and of tireless rewriting and correction, and of merciless rejection of premature flashiness—each task somewhere overlapping the last, and the next drawing on it, taking color, or giving it.

**Piling Up
Pay Dirt**

It will be seen readily enough that the divine purpose of this hard digging is to pile up, in the mind of the practitioner, a heap of pay dirt of experience at the bottom of which will be found the desirable nugget of judgment—the rarest of the business virtues.

The day-to-day job is miscellaneous and contradictory occupation.

The more you read and study

and observe, the less you want to say. The more time you put in on sound background for your writing, the less time you find for polishing and fitting the final text. The more your advertisement seems to "write itself" out of the answers to your preliminary questions, the more time you seem to need to fix it up. The more fascinated you become by the commercial problem you are to solve by sale, the more likely you are to lose sight of the public's own interest; the more you strain to justify your own commercial needs, the less you will probably satisfy the public's. The more you use the tools of "fine writing," the less likely you are to get an advertisement—although the notable advertisement always seems to have a serenity and simplicity that few "fine writers" ever approach.

It is of mild historical interest that the period during which this book is published is the period which marks the end of the desk-bound copy writer. He has been a marked man for a long time; the current weeding-out process is speeding the parting guest-writer. In the advertising departments of markedly successful retail stores, we find that, before an article can be sold, an advertisement must be written which not only describes the article, but exposes the public need for it. To write such a piece of copy the copy writer must go among people. In agencies, the picket fence within which the copy writers used to be corralled, fed, and exercised is down—and if you want to find a copy writer, you'd better hunt him along the corridors of a store, or on a steamship pier, or in a hospital clinic, or in a one-arm lunchroom where he is getting the low-down from one of the customers' salesmen.

The copy writer in the manufac-

turer's advertising department who is making up the spring catalog is not clipping last year's issue; he's behind a retail counter getting the "feel" of the Ultimate Transaction—or, with his sleeves rolled up and a smear of lead pencil across his nose, he is sharing the work-table of the sales manager of a jobbing house, getting out a broadside to move goods.

Business is extremely impatient for action and result these days—and the copy writer who can size up a commercial situation fast and first-hand, then translate it fast and first-hand into an active message to meet that situation, is the copy writer business wants. Business has discovered that the old-fashioned triple-backward-pass formation develops a play too slowly; that the so-called "contact" man who is himself unable to conceive the sort of copy to fire a problem is probably not able to strike a hot spark in a remote desk-copy writer.

The demand for copy writers who merely varnish a selling idea is being replaced by word-joiners who understand the design and construction of the whole job; as one agency puts it, "salesmen who can write, and writers who can sell."

More and more, the copy writer's work today seats him in the executive and administrative chair of the advertiser; more and more the lad who set out to be a copy writer wakes up to find himself a business man. The shock is rude sometimes; it is a far cry from Keats to kidie-kars; every now and then a copy writer backslides into *belles-lettres* or *The Saturday Evening Post*; more often the copy writer decides that it never did a business man or woman any harm to be articulate—and decides that this business thing is all right after all. And at about that time a good advertising person is born.



Changes in Columbia Mills

W. R. Hees, formerly president of Columbia Mills, Inc., shades, blinds and curtains, has been elected chairman of the board, succeeding James B. Keogh, who died recently. F. B. Reynolds has been elected president and H. E. Cook secretary-treasurer. W. F. Parker continues as vice-president.

Fords to Get "Floating Power"

Skinner Motors, Inc., Detroit, has been licensed by the Chrysler Corporation to sell floating power engine mountings as replacement parts for Ford cars. The license was granted on a royalty basis. The French Citroen also uses floating power under a license agreement.

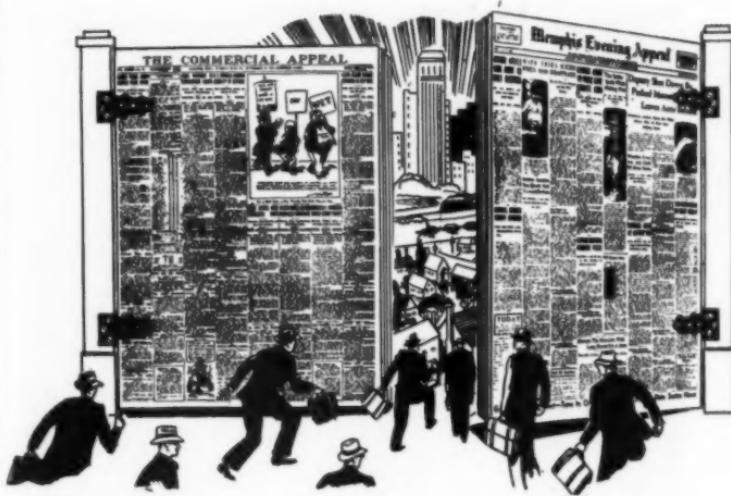
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Gateway

and the only
way to reach

"The South's First Market"

Making up lost sales volume depends on securing maximum markets at minimum cost. There's no economy in halfway markets and media. Come to the heart of Dixie —where rising cotton prices have added millions to purchasing power—Memphis—where 2,179,474 trading area population await your selling story.

The Gateway to the "South's first Market," and the ONLY way to reach this vast, enriched army of "good spenders" is thru the ALL DAY CIRCULATION of the APPEAL PAPERS. Circulation Power and Reader Prestige in both city and market! Write for your free copy of "WHAT THEY SAY IN MEMPHIS" and see that your Fall schedules include "Memphis—Appeal Papers."

COMMERCIAL APPEAL MEMPHIS EVENING APPEAL

"Deep in the Heart of Dixie"

National Representative: Jno. B. Woodward, Inc.

New York



San Francisco

Chicago

Detroit

Owners and Operators of STATION WMC, radio
Market-master of the Mid-South.



Meals are planned in the Morning

It's been a long time—a very long time in and around New York—since women devoted their evenings to housework. It's no longer necessary in any home that's even comparatively modern, and besides, there's too much else to do, what with movies, theatres, bridge, driving.

Some advertisers, food advertisers particularly, have not yet realized that women organize their days differently and should therefore be reached, not in the evening as in grandmother's day, but in the morning, when plans for the day are fresh in mind.

If you want confirmation, ask any group of housewives when they plan their meals. We did, and 84% of them said: "In the morning!"

Therefore, it's *in the morning* that you should reach your audience, when there's least delay between reading and buying.

you like
night?"



rning



The New York Herald Tribune has the salient features of a primary food market. First, it reaches women and holds their interest. (Over 100,000 inquiries were received by the food and housekeeping Institute, the fashion and beauty pages, first seven months of this year). Second, it reaches them when they are thinking about buying food, *in the morning*. Third, it has the size necessary for a major food market, reaching over 300,000 families every morning.

Let us show you the whole story of the Herald Tribune and its ability to sell foods in the New York market. Write or wire today for FACTS.

NEW YORK
Herald Tribune

Claude C. Hopkins

An Advertising Genius Who Lacked the Gift of Personality

ONE evening a few years ago a PRINTERS' INK staff writer met Claude C. Hopkins in the lobby of the LaSalle Hotel, Chicago.

"Come in and have dinner with me," he asked; "I have to make a



Claude C. Hopkins

speech tonight and am so nervous that I can hardly contain myself. Let's talk about something that will help me forget this speech until eight o'clock."

This incident, brought to mind by Mr. Hopkins' death last week at Spring Lake, Mich., helps to throw some light upon his failure to be recognized to the full extent of his greatness as an advertising man.

There he was—a man of wealth and achievement. He frequently declared that he had written fully \$100,000,000 worth of advertising copy.

Albert D. Lasker, who knows what he wants and is willing to pay for it, had hired him to write copy for Lord & Thomas at a yearly salary reputed to be in six figures.

As "the world's highest paid copy writer" and later as president of Lord & Thomas, he was much sought after as a speaker before various business gatherings. It was to the interest of the agency

for him to make these appearances and he, being a conscientious worker, accepted the invitations as one of the penalties of eminence.

But contrasted with the brilliance of his work as a copy writer and his profound knowledge of certain phases of advertising, his best as a speechmaker was relatively poor.

He couldn't make a good impression upon an audience, try as he might. A prominent sales manager, after hearing Mr. Hopkins speak before a meeting of the Association of National Advertisers in Detroit, made this remark:

"How I wish that man could have told us what he knows. He not only failed to do himself justice but he seemed actually to antagonize his hearers. I wonder why."

The answer was that Claude Hopkins was an intense individualist. He had made such a rapid and spectacular success as an advertising writer and had proved so many times the strength and correctness of his ideas that he was inclined, in spite of himself, to be dogmatic and also to "talk down."

"If I could speak as well as I write copy," he once said, "and could have the great gift of being able to mix with my fellow men, I should be a happy person. My heart yearns for warm friends and some way or other I do not seem to be able to gain very many."

Looked at from this perspective, Mr. Hopkins' career as a really great advertising man is all the more notable. Once a salesman peddling carpet sweepers in a little Michigan town he rose to the heights through sheer force of genius. He was admired and respected by his business associates and by most others in the field of advertising. But he wanted more friends.

"My spirit hath been much alone," he might truthfully have said with one of the poets.

Four Ways of Giving Sales Life to the Family of Products

A Difficult Problem Can Be Solved by the Use of Dynamic Informality of Picture and Layout

By Don Gridley

FOUR recent advertisements illustrate admirably four excellent ways of featuring the family of products in an advertisement.

The first features four of the products of the Pillsbury Flour Mills Company. The main illustration shows the company's trade character, a genial-looking little gentleman in Colonial dress, white wig, buckled shoes, etc., standing beside an open sack of the company's famous "Best." From his mouth extends a balloon and he is saying, "Join the Pillsbury Parade Because Pillsbury's Best."

At the bottom of the advertisement there are three subordinate illustrations in each of which is shown the same character holding a package of one of the other three products in the line. From the mouth, in each illustration, extends a balloon with a little sales message about each product. Underneath the illustrations are single paragraphs of copy telling about the various products.

A National Biscuit Company

advertisement shows eight of the company's products in actual size. Two of them are across the top of the page and the others are spread in an informal line down the right-hand half of the page until they drop into the signature, "Uneeda Bakers," at the bottom. No packages are featured in the advertisement but the products are shown in natural color.

Because of the method in which they are shown at the various angles there is an informality about the composition which gives it a certain fullness. To add to the informality, four white panels are routed through the illustrations and on these panels are four lines of copy.

A panel at the left of the advertisement names the products and describes each in the minimum number of words necessary.

The third advertisement is for Del Monte foods. It is a double-page spread and at the lower left-hand corner are shown four partially masked Del Monte cans.



The main illustration, however, is made up of squares showing twenty-two different prepared dishes. For instance, there is a bowl of sliced peaches, an asparagus salad, some glasses of tomato juice, a dish of stringed beans

straight picture, primly placed in a conventional position on the page, is no longer sufficient. Something must be done to liven up the illustrations and give the advertisement life.

Obviously, it is going to be very



with the steam still rising from them, etc. Inserted into this illustration is a column of type listing the four vitamins, A, B, C and D, and the foods which contain each.

The final advertisement, for Woodbury's products, has as its main illustration a picture of a woman sitting outdoors and below this a small photograph of six Woodbury products. These are in containers which are shown arranged irregularly on what might be the surface of a dressing table.

Presenting the family of products in an advertisement is not the easiest advertising trick. The

difficult to do this by using illustrations of the packages alone. Imagination is required to give them a dynamic quality or some other interest factor that will attract the eye and get the advertisement read.

The combination of trade character and package has been fairly common in featuring an individual product but it is not so often used in connection with more than one item. The Pillsbury method really amounts to four separate little advertisements, each of which has life and movement, and each of which, by means of the balloon

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extending from the trade character's mouth and also the copy surrounding the illustration, tells an interesting and important sales story.

A second excellent method of featuring the family of products

that they fit into the layout. The Uneeda advertisement is particularly successful because not only is there the inviting informality in the placing of the products, but also they drop gently down to the signature and through the adver-

UNEEDA BISCUIT
World famous for over 30 years.

RADIANT PRIME BISCUITS
Wholesome, nutritious, delicious, full of flavor.

ABUNDANT CRACKERS
Individually packed for the healthiest, freshest flavor.

COCONUT BISCUIT COOKIES
Crisp, nutty, delicious—available in many flavors.

UNEEDA BAKERS
BISCUITS, COOKIES, CRACKERS
Flavorful, nutritious, delicious—available in many flavors.

CRISPIE THINS
Biscuits and crackers—delightfully crisp.

CHOCOLATE CHIP COOKIES
A unique combination of chocolate and delicious, choice ingredients.

CHOCOLATE CHIP COOKIES
The all-time favorite cookie.

Just as all people look something like all other people, so all crackers and cookies

may look somewhat alike. But you know what a difference there is in people!

And, in the world of cookies and crackers, the ones you really care to eat and

know are made by the UNEEDA BAKERS—identified by the Red Uneeda Seal.

Uneeda Bakers
NATIONAL BISCUIT COMPANY

is to remove each product from its package and then scatter them about the page. Biscuits and fancy crackers and cookies lend themselves ideally to this treatment because in these days the large bakers have made every effort to give their individual products as attractive an appearance as possible.

However, merely scattering a few products about the page is not the final solution of the problem. There is the task of placing them so that they have an informality which does not make them look as though they were lifeless and unpalatable and, also, the necessity for grouping them in such a way

tising message which is stripped across them.

The Del Monte problem is this:

There is nothing particularly attractive about an illustration of a can of food. Remove the food from the can and you still have a more or less unattractive illustration except in the case of fruits. However, go one step farther and show the foods in use and you add appetite appeal along with an excellent illustration of what you have to sell. As a result of this the Del Monte advertisement was an exceptionally interesting treatment of a very difficult problem. It had eye appeal,

Sept. 29, 1932

taste appeal, and a lot of sales punch. It also displayed a number of the advertiser's products.

It is interesting to note that in the individual illustrations of the various dishes the company made every effort to get away from for-

have endeavored to overcome the difficulties of a family of products picture by attempting to show a number of products in use in a home. For instance, they picture a family on a picnic using seven or eight different kinds of food.

*The summer sun in one day
can coarsen your skin...for months*

IRENE DUNNE'S Hollywood dermatologist gives important interview on summer skin care
Answers by JANET PARSONS

Two things make Hollywood's glamour a valuable growing ground for skin care. Industry, at work, the stars' million-dollar complexities face blinding studio lights. Understudies, at play. Nursing matrons. Show walls sometimes allow older rays to be healthy, rays can easily become cancerous when the skin—by drying out—is exposed to sunlight.

I interviewed Irene Thomas, star of *Desirous*, at Melville Beach. And her dermatologist, at his Hollywood office. Here's the partial text of our talk:

(1) *Desirous* is a new picture—what's it about?

4) Disease, does not return, whether a sustainable farm continues controlling their disease?

question, you may. Many substances can dry the outermost cells of the skin. Leave a soft, moist lubricant and the exposed hygrom—a harsh, dry skin, crusty texture and threaded with permanent wrinkles.

A. Well, you know the old saying about "an ounce of prevention." The best thing is to apply Facial Cream generously to the face to prevent wrinkling and darkening. Do this before exposing yourself to the sun. Cover the rest of the exposed skin surface with Cold Cream, all areas.

the body, to prevent sores and ulcers. And then after you come in from the beach, use Cold Cream on the face to overcome any disease existing and to restore moisture and suppleness to the dry skin.

W. WOODLESS CO., INC., 1000 N. Michigan Avenue, Chicago, Ill.
May I ask if you are present? —

Widely used in the treatment of intestinal infections.

WILDFLOWERS, BEANS, & BEEF

100. (Rev. H. D. Gray, Eds. A. Hartman, Ed. 1930, 1931)

mality. The dishes are looked at from various angles and arranged in various ways.

The Woodbury advertisement is the most conventional in its treatment of family of products. They are shown in a conventionalized background and in a rather typically informal arrangement. However, the illustration which, in itself, is not particularly interesting, gains all the interest that it needs to have by its placing in conjunction with the picture of the woman who is looking down toward the bottom of the page where her eyes would naturally fall upon the product.

Various advertisers in the past

They may show several men getting ready for a hunting trip with guns, cartridges, and various other accessories manufactured by a sporting equipment company.

Seldom, indeed, is this type of illustration successful. Usually it has the appearance of just what it is, a forced trick to overcome a stated difficulty.

Generally, it is better if possible to add some accessory interest to the products if they are to be shown. This interest may be a trade character, it may be some other character, it may be the dishes in which the food is shown, it may even be the lines of type striped across the illustration.

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The
Advertising Typographers
of America

**EXTEND A CORDIAL AND
HEARTY INVITATION TO ALL**

Advertising Typographers

*throughout the country, to meet with
them at their 6th Annual Convention
to be held in Cincinnati, Ohio, at the
Hotel Gibson, October 17 to 19, 1932*

•

This convention will be an exchange of technical and trade information which is so timely with present economic conditions. An intelligent consideration of the status of the industry as well as planning for its maintenance and future prosperity will be exhaustively considered. Every typographer interested in the future welfare of his business will find this convention well worth his time and expense. Write or wire Albert Abrahams, Secretary, Advertising Typographers of America, 461 Eighth Ave., New York City, who will be pleased to make all arrangements for you.

Inside the Covers of PRINTERS' INK MONTHLY

OCTOBER, 1932

(Twenty Out of Twenty-four Titles)

Your Amusing Salesmen

They sing all tunes but
the one I like to hear

BY A DRUG WHOLESALER

Lessons Taught by \$4,000,000 of Tested Advertising

In ten years of advertising one product over 1,860
pieces of copy were tested

A \$1,000,000 Battle Against Price-Cutting

BY H. S. THOMPSON
Advertising Manager, Dr. Miles Medical Company

Four Advertisements I Like

BY JOHN H. HAWLEY
President,
Hawley Advertising Company, Inc.

This \$2.25 Booklet Glorifies a Business—And Sells

What? Institutional advertising? Yes—if done this way

How to Get Your Story to Department Store Clerks

Store executives give their views on co-operative training work
with manufacturers

BY BERNARD A. GRIMES

Twin Evils—Free Deals and Advertising Allowances

A pernicious development that is
draining advertising of its virility

We Put Our Sales Force in Fighting Trim

BY ROBERT S. COOK
Sales Manager, A. E. Nealeton Co.

Hood Rubber Deserts the Price-Mad Mob

Opportunity and Challenge

BY ROY DICKINSON

This, Mrs. Housewife, Is Why Our Copy Doesn't Quote Price

How fourteen advertisers answered a young woman who wanted to know why their current advertising failed to mention price

Marketing a New Brand Against Strong Rivals

The Futility of Misspelled Trade-Marks

Misspelling won't turn an invalid trade-mark into a valid one

By JOHN C. PEMBERTON
Of the New York Bar

That Little Extra Something That Clinches the Order

Photography as an Aid to Layout

By CHARLES T. COINER, Art Director, N. W. Ayer & Son, Inc.

Air Conditioning—

Advertising's Next Big Job

• The Product • The Market • The Merchandising • The Advertising •
Pan II

By E. B. WEISS

Capturing the Home Citadel Through the Nursery

The National Lead Company has distributed 12,000,000 copies of a juvenile booklet

By B. J. DUNCAN

Helping Salesmen Make More Calls Per Day

The city men on this force of 750 salesmen average 40 calls a day

By WILLIAM BEST
Vice-President, General Cigar
Company, Inc.

Dealer Helps of the Month

Nine Experts Pick Packages That Sell from Any Position

PRINTERS' INK MONTHLY: Put me down for a personal subscription. I'll expect invoice for \$2 later. (Foreign and Canadian extra.)

Name.....

Company..... Position.....

Address.....

City..... State.....

Too Specific Copy in Advertising Bad as Too General

Wherein an Advertising Manager Sides with Mr. Bradbury in an Argument with Mr. Boucheron

By L. C. Blake

Advertising Manager, Curtis Pneumatic Machinery Co.

THE article in the September 1 issue of *PRINTERS' INK* by Pierre Boucheron* has been read by me with interest, probably the more so because it is an answer to a previous article by Amos Bradbury who generally sizes the situation up in a way which seems to the writer just about 100 per cent correct.

I am reminded of another article by Mr. Bradbury about four years ago in *PRINTERS' INK* (September 6, 1928) entitled "What Will It Do for Me?" and his later article of July 28, 1932, seems to me to be very much to the same point.

I think what Mr. Bradbury had in mind when he criticized current radio advertising as being "factory copy" was that such copy is written rather from the standpoint of the maker, than that of the buyer. I do not believe that Mr. Bradbury opposes specific copy but I believe he agrees with me in thinking that specific copy is of value only when being specific means something to the reader.

In Mr. Boucheron's article, an RCA-Victor advertisement is reproduced as an example of specific copy.

I have two radios, one which cost \$265 three or four years ago and another which cost \$14 last winter. I use the \$14 one despite the fact that it certainly is without a lot of the highly technical features of the \$265 machine, but it brings in the programs clearer and better with four tubes than the higher price machine does with six.

Now the advertisement in question therefore does not appeal greatly to me because of the ten specific points there are only three

which really mean anything to me as a radio user, namely Nos. 3, 5 and 6—and possibly No. 8. Numbers 1, 2, 4, 7, 9 and 10, while specific enough, are over my head because I am not a technical radio expert or manufacturer and those specific things might or might not be necessary to insure clear-cut reception.

Hard to See as Others Do

The previous article by Mr. Bradbury was replied to by me and the reply published in *PRINTERS' INK* of October 18, 1928, and I should like to quote my reply at that time in part as follows:

"The manufacturer who puts out a reputable product and strives to keep same up to date has or should have all the artisan's pride in something that he has made with his own hands and perhaps conceived with his own mind. Those are the things that he knows and loves and since they are the problems that he had to meet and had to 'lick,' they are uppermost in his mind. It is difficult for anyone to put himself in another's place to see things as others see them. There is always the human failing that everyone has of believing that he is a typical representative of the 'common people' or he is a typical writer or a typical buyer, or a typical user, when as a matter of fact, probably none of us is."

It is a common error therefore for advertising to be written more from a manufacturer's viewpoint than from the buyer's viewpoint. It is simple and obvious that advertising and sales appeals should be based upon the principle which makes people want to buy that commodity. But what the buyer is most always more interested in

*"Sic Semper Specific," by Pierre Boucheron, Advertising Manager, RCA-Victor Company, Inc.

is *results* rather than the methods of securing those results.

Therefore the buyer is not necessarily interested in the details no matter how specific if he doesn't understand them and even if he does understand them, he is not necessarily interested in them unless those details mean something to him as making the commodity a better article in the buyer's estimation.

Again I quote from my previous article, "—as long as a manufacturer can dominate his competitors he reduces competition to the minimum. If a manufacturer considers buying desires, then it is simply a question of proving his particular piece of merchandise or service best satisfies those desires."

I believe with Mr. Bradbury that much of the present-day radio advertising is so specific and so technical that the reader is hopelessly confused, as about nine-tenths of it is miles over his head.

Certainly there is a happy medium somewhere between generali-

ties, happy phrases and pretty slogans on one hand, and highly specific and technical copy (addressed to the non-technical reader) on the other hand. Therefore, the writer does not agree that specific copy is always the "specific" because it is just as possible to be too specific as it is to be too general.

McKnight or Sloan?

Robert McKnight, advertising manager, National Association of Ice Industries, and Charles M. Sloan, who heads his own agency, have been nominated for the position of commander of the Advertising Men's Post of the American Legion, Chicago. Other nominees are: first vice-commander, Charles C. Greene; second vice-commander, Oscar Rose; third vice-commander, E. K. Smith; adjutant, Jay Brown; treasurer, Sheridan T. Winter.

Join Green, Fulton, Cunningham

W. S. Harvey, Jr., formerly secretary-treasurer of Behel & Harvey, Inc., and Jess H. Wilson, formerly vice-president of that agency, have joined the Green, Fulton, Cunningham Company, Chicago, as account executives.

“Punch”

—“the paper that
is *England*”

LIKE the ripples from a stone cast into a pool, the effect of advertising in “PUNCH” widens, widens, widens continually, covering the whole English-speaking world. “PUNCH” is not less important for opening world markets than for cultivating the British market.

While the Guaranteed Net Sale of “PUNCH” is 125,000 copies weekly, the sending on of “PUNCH” from family to family and from country to country is a feature peculiar to “PUNCH” and invaluable to Advertisers therein.

MARION JEAN LYON, *Advertisement Manager, “PUNCH,”*
10, BOUVERIE STREET, LONDON, E.C.4, ENG.

Be Original—The Big Point in Devising New Trade-Marks

Canada's Pride and Zit Too Close to Canada Dry and Flit

"ZIT" and "Flit"—they sound very much alike, don't they?

And "Canada's Pride" and "Canada Dry"—they, too, bear a close resemblance.

In those four trade names resides a lesson to be taken to heart by anyone who at any time is faced with that ticklish problem of devising a trade-mark. And the lesson, briefly, is: *Be original!* If you're not, you may find that Uncle Sam will deliver a little lecture all his own on the importance of originality.

In fact, his representative, the first assistant Commissioner of Patents, delivered a lecture of precisely this kind to two manufacturers who had recently applied for trade-mark registration.

The International Products Company, through its assignee, Canada's Pride Products Company, Inc., had entered an application for registration at the trade-mark bureau of the U. S. Patent Office, of the notation "Canada's Pride" appearing upon a background which is readily recognized as an outline map of Canada. The mark is used upon root-beer extracts and various fruit juices. It claimed continuous use of the mark since September 10, 1929.

Canada Dry Ginger Ale, Inc., filed an opposition. It presented evidence of prior trade-mark registrations for the well-known Canada Dry mark used on merchandise of similar descriptive properties. It also introduced testimony indicating that it has expended very large sums in advertising and that its total sales have been close to \$9,000,000 annually for a number of years.

"Under these conditions," said the assistant commissioner, "the opposer (Canada Dry) is presumably in possession of a valuable good-will as an asset of its business; and if there is a reasonable doubt of confusion in trade, such

doubt must be resolved against the newcomer."

As a consequence, the assistant commissioner upheld the decision of the trade-mark examiner who had ruled that Canada's Pride was not entitled to Federal credentials.

The other decision, handed down on the same day by the assistant commissioner, was concerned with an opposition entered by Stanco, Inc., owner and user of "Flit" for use on insecticides, to the application for registration of the mark "Zit" by the Bond Chemical Co., Inc. The latter mark is used on a spraying preparation for horses, cows and hogs and for spraying roosts and nests of poultry houses. The former mark is used more in homes. Prior registration and use for "Flit" was claimed.

Two Marks Deemed Confusing

Said the assistant commissioner: "The two marks are deemed, notwithstanding their slight difference, to be clearly confusingly similar. They resemble each other so much in sound that mistake could readily occur were a purchaser, verbally or over the telephone, called for the goods of one party. Similarity in spelling and appearance exists to a considerable extent. It is believed that confusion in trade would be quite probable if the goods of both parties appear in the same market under the respective marks. *It is thought applicant should not have approached so nearly the opposer's mark.* The decision of the examiner, sustaining the opposition and adjudging the applicant not entitled to the registration for which it has applied, is affirmed."

Note well the italicized sentence in the above quotation. It demarks the safety zone in devising new trade-marks. *Be original.* Any other procedure is apt to lead to trouble.

Four A's Works on Advance Payment Dates

BECAUSE of the necessity of safeguarding advertising agency-publisher credit relations the American Association of Advertising Agencies has just announced a plan that will enable its members to avoid the dangers of losing money by the suspension of publications after advertising bills have been paid in advance.

The association is now sending to its members a list of those magazines, farm papers and business papers which have payment dates less than five days after complete distribution of the periodical.

This move follows several months of effort on the part of the association to get publishers with advance payment dates either to adopt a later date of payment or to speed up distribution. The failure of five magazines some time ago made the question of advance payments something of a risk. Two publications which had received payment in advance did not publish. The association set to work to find a plan that would protect agencies from danger of loss through such circumstances even though minor or infrequent.

Several possible solutions were discussed, among them the following: First, that a collection be made of financial statements from those publishers requiring advance payment; second, that an agency should stipulate, when ordering space, that it would not make payment until evidence of complete distribution had been received.

It was believed that these two proposals, although justified, would place a considerable burden on

both publisher and agency. The third solution was a decision to get publications to fix date of payment after date of issue.

Then it was discovered that issue date in the case of a number of publications referred to the date when issues were first released. Distribution might not be completed until from twenty-five to thirty days later. On account of this variation between issue date and completion of distribution, the association found it necessary to make a survey among more than 2,400 publications. A questionnaire sent publishers asked them to furnish information concerning issue dates, payment dates and other terms of publication payment.

As a result of this survey, it was found that 95 per cent of 2,445 publishers already had payment dates five days or more after completion of distribution. This percentage included many of the larger publications as well as smaller ones.

Preliminary work among the remaining publications has resulted in forty-one publications making changes in practice which raised the percentage, until now it is more than 97 per cent. Some of the remaining publishers, it is reported, already have expressed a willingness to change their payment dates or speed up distribution as soon as they are in a position to make the changes requested. Others are being asked to furnish financial statements. If a publisher refuses to furnish a financial statement, members who inquire will be so informed.



Wilmot Back with Fuller & Smith & Ross

C. C. Wilmot, whose services were loaned to the Westinghouse Electric & Mfg. Company to do some special organization and sales promotional work, has rejoined the Cleveland staff of Fuller & Smith & Ross, Inc., advertising agency.

"College Humor" Appointments

James B. Montgomery has been added to the Eastern sales staff of *College Humor*, New York. Archer King, Inc., Chicago, has been appointed Western and C. W. Fuller, Boston, New England representative. Simpson-Reilly continues as Pacific Coast representative.

Private Brands on the Increase, Says Trade Commission

More Than \$750,000,000 in Own Goods Sold in 1930 by Leading Chains

MORE than \$750,000,000 worth of merchandise was sold in 1930 by 276 chain-store systems under their private labels, according to the Federal Trade Commission's latest report on its chain-store investigation transmitted to the Senate this week. A chain-store private brand is defined, for the purpose of the report, as a commodity sold by the chain only through its own stores under its own distinctive mark of identification.

"A large proportion of retail chain organizations," says the report, "particularly the larger ones, are strong advocates of private brand merchandise. Those favoring such brands give some twenty different reasons for their development and use. Perhaps the most important claim made is that private brands enable the chain store to give the consumer better values.

"Other claims include higher profits, lower purchase costs, and lower costs of distribution on private label merchandise, the high quality of such merchandise and the ability of the chain to control, standardize, and improve this quality. The value of private brand merchandise for advertising purposes and for the creation and promotion of good-will and the development of repeat business are also frequently referred to.

Many Indifferent to Private Brands

"Many of the chains, however, are comparatively indifferent to private brands. Some favor standard brands owned by manufacturers, in preference to private brands, because among other reasons they claim that they turn faster. Other chains consider themselves too small to derive any advantage from engaging in the distribution of private brand goods.

"Perhaps the most frequently stated objection to private brands is the large amount of sales resistance which is encountered in their dis-

tribution. Extra selling effort and expense for advertising and promotion are necessary in order to build up consumer acceptance of such brands."

Some 412 chains, or about one-fourth of the 1660 which furnished brand information, owned private brands. They operated 77 per cent of the stores and transacted 75 per cent of the total business of all reporting chains. Private brand owning chains operated more than ten times as many stores on the average as the non-brand-owning chain.

Some General Facts on Private Brands

"Figures for two groups of identical companies," the report adds, "one group of 48 chains for 1925, 1928, 1929 and 1930, and the other group of 79 chains for 1928, 1929 and 1930, yield the following general facts regarding the trend of private brand business in chain stores:

"1. There has been an enormous increase in the dollar volume of private brand sales in chain stores since 1925, both including and excluding The Great Atlantic & Pacific Tea Company and the Kroger Grocery & Baking Company figures.

"2. Excluding the sales of The Great Atlantic & Pacific Tea Company and the Kroger Grocery & Baking Company, there has been a considerable increase in the proportion of the sales of private brand merchandise to total sales in the period studied. Even including these two companies, there was an appreciable relative increase from 1928 to 1930 for the larger of the two groups of identical companies.

"The following facts are indicated regarding the trend in individual kinds of chains:

"1. The trend of private brand business appears to be definitely upward in grocery and meat (excluding A. & P. and Kroger), drug, women's shoes, men's and women's

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TO EXECUTIVES OF COMPANIES DOING A YEARLY BUSINESS OF \$50,000,000.00 OR MORE...

The Better Vision Institute's Investigations show that 85% of all knowledge is gained through the eye. Since the day that men and women first selected the best looking tiger-skin girdles, people have been accepting and rejecting things on the basis of appearance. Controlled appearance,* most obvious, most powerful, yet most neglected force in selling, is at last being harnessed by a few alert manufacturers. Competent design council is this year's great opportunity for industry.

*Controlled appearance is visual identity of a company's products, equipment and properties so as to present a true picture of their quality standards and services. It is intelligent design and the psychological use of color. It capitalizes the inherent selling value of every visual aspect of a business...from factory to salesroom and store, from product and packaging to counter display and delivery truck. Controlled appearance is the control of public acceptance.

GEORGE SWITZER
designer PRODUCTS · PACKAGING · ADVERTISING

210 MADISON AVENUE · NEW YORK CITY Copyright 1932, by George Switzer

shoes, and men's furnishings chains. It also was clearly upward from 1928 to 1930 in grocery and department store chains.

"2. The trend appears clearly to be downward in dollar limit variety chains and in the two hat and cap and one musical instrument chains reporting. The trend in tobacco chains, although not so definite, apparently is downward."

Coffee is the most frequently reported commodity sold under private labels, no other commodity except flour being reported by half as many chains. Tea, mayonnaise, canned milk and butter follow in the order named.

Most of the chain-store reports show that the per cent of mark-up on private and standard brands was approximately the same. About two-thirds of the chains followed this policy and these chains operated 19,418 stores.

About 31 per cent reported that their mark-up on private brands was higher than on competing standard brands. These chains operate 7,157 or about 21 per cent of the stores operated by all chains reporting on mark-up policy. Only 18 chains sold their private brands at a lower mark-up than competing standard brands.

Although the mark-up on private brands was equal to or higher than that on competing standard brands, nevertheless private brands generally were priced lower than competing standard brands chiefly because of lower cost. Seventy-nine chains priced their private brands lower than competing standard brands. This group operated 32,733 stores.

Competition Does Not Set Price

The most frequently reported reason for pricing private brands higher than standard brands in the chains which followed this practice, was that no retail price for private brands was established by competition. Three other important reasons were: First, because private brands were usually of higher quality than standard brand products; second, because a larger profit on private brands was desirable in order to offset the small

profit made on standard brand merchandise; and third, because more sales effort was required to sell private brands.

The most common reason reported for pricing private brands lower than standard brands, the policy followed by the majority, was that private brands cost less. Other reasons given were: That a low price is the chief sales argument in selling private brands, that a low price on private brands attracts customers to the store, and that a low price increases private brand sales thus building up a repeat business on such brands.

Death of H. W. King

Harry W. King, identified with newspaper advertising for many years, died at Montpelier, Vt., last week, aged sixty-two. He was president of Prudden, King & Prudden, Inc., publishers' representative.

For the last nineteen years Mr. King had been connected with the representative side of the newspaper business. Prior to that he was general advertising director of the Frank A. Munsey newspapers and advertising manager of the Springfield, Mass., *Union* and the Scranton, Pa., *Republican*.

He left the Munsey organization in 1913 to participate in the formation at New York of the partnership of Stevens & King, publishers' representatives. Shortly thereafter, he went to Chicago to handle the firm's activities in the West where he had his headquarters ever since.

C. F. Broeder Advanced

Clifford F. Broeder, formerly Western manager of *Automotive Merchandising*, New York, has been appointed business manager.

Edits "Better Fruit"

Volney T. Boaz, managing secretary of the North Central Washington Growers' Association, Yakima, in addition has been made editor of *Better Fruit*, Portland, Oreg.

Appoints Ury

B. K. Ury, formerly secretary of the E. T. Howard Company, Inc., New York, has joined Kelly, Nason & Roosevelt, Inc., advertising agency, of that city, as an account executive.

With Poultry Paper

Gerald G. Sanderson, former publishers' representative at Chicago, is now assistant advertising manager of the *Poultry Tribune*, Mt. Morris, Ill.

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Advertising Specialty Groups Elect

Theodore R. Gerlach, Gerlach-Barklow Co., Joliet, Ill., was elected president of the Advertising Specialty National Association at the annual meeting held in New York last week. Carroll H. Sudler, Ketterlinus Lithograph Mfg. Co., Philadelphia, was elected vice-president; and J. B. Carroll, Chicago, treasurer.

Directors elected were: Charles R. Frederickson, retiring president; Charles B. Goes, Jr., Chicago; A. Selikowitz, Metropolitan Importing & Mfg. Co., New York; R. L. Jung, George H. Jung Co., Cincinnati; Charles A. Burkholder, Progress Calendar Co., San Antonio, and Victor G. Lundein, Fergus Falls, Minn.

The Association of Advertising Specialty Manufacturers elected William H. Seely, The Osborne Company, Newark, N. J., as president, and Mr. Carroll as vice-president.

The Association of Advertising Specialty Manufacturers-Importers-Jobbers elected Mr. Burkholder as president; F. A. Schneider, Ketterlinus Company, first vice-president; Mr. Lundein, second vice-president, and W. W. Mercer, Economy Advertising Company, Iowa City, Pa., third vice-president.

To Direct Hat Corporation Sales

Alfred G. Keeshan has been appointed general sales manager in charge of the men's hat division of the Hat Corporation of America, South Norwalk, Conn. Henry Berg, Jr., has been appointed assistant general sales manager.

Edward H. Eakland has resigned as sales manager of the Crofut & Knapp Company and Hodshon-Berg, Inc. He will resume his sales work for these companies' products on the Pacific Coast.

Stanton to Address Poster Awards Meeting

Henry T. Stanton, vice-president, J. Walter Thompson Company, Chicago, will be the feature speaker at the formal opening of the Chicago Advertising Council's exhibit of outdoor advertising art on October 6. Mark Seelen, Western art director, Outdoor Advertising, Inc., and chairman of the jury of awards, will announce the prize-winners.

McMahon Resigns

Charles H. McMahon, immediate past president of the Financial Advertisers Association, has resigned as assistant vice-president and advertising manager of the First Wayne National Bank of Detroit.

Direct Jewel Tea Sales

C. W. Kaylor, assistant sales manager of the Jewel Tea Company, has been appointed sales manager. He succeeds R. F. Walker, resigned. C. B. Thompson has become assistant sales manager.

GOOD COPY

employs both
telescope and
microscope.

It plans for the
future while
taking care of
immediate
needs.

**HAWLEY
ADVERTISING
COMPANY
Inc.**

**95 Madison Ave.
New York City**

Mennen Introduces a Brushless Shave



**"I accepted
the challenge to make a
BETTER BRUSHLESS SHAVE"**

Bill Mennen

IT can't be done"—that didn't mean a thing to me. Men had asked me for it. And I was determined to come through with it: A brushless shave that would be as sensational as new and different as Mennen Shaving Cream (lather type) was when we introduced it nearly 20 years ago.

My chemists and I worked 13 months before we were satisfied. Today I am introducing the result—Mennen Brushless Shave!

It's a product with *four fundamental improvements*. Look 'em over. Check 'em over—get a tube today. . . . If you don't think that Mennen Brushless lives up to my statements—send it back to me and I'll refund your money. No "ifs" or "buts."

THE FOUR IMPROVEMENTS

1. Made for tough beards and tender skin—even men with special shaving difficulties get a comfort shave!
2. Washes off easily—not greasy.
3. Economical—spreads easily, gives more shaves per tube and per blade.
4. Tones up your skin—leaves it supple—smooth—*healthy*!

FREE A generous "comfort yourself" tube of Mennen Brushless Shave. Send coupon to Mennen Co., Newark, N. J., Dept. M-1.

A Newspaper Advertisement on the New Brushless Shave

AFTER two years' study and preparation, the Mennen Company is now introducing a brushless shaving cream which received its first advertising last Sunday. Advertising on the new product will be continued in a large list of newspapers, present plans calling for a separate campaign on the new product.

The theme of the new advertising is contained in the phrase, "Made by shaving specialists," which is being used to get over the story that the company has been specializing in shaving materials for twenty years and that back of this new product lies the experience and prestige of its name. In designing a package for the new product, the color scheme—green and white—used for other Mennen shaving products has been maintained but the package itself has been given a simple and individual design which at the same time has a decided display value when shown on a shelf or counter.

Mr. Mennen himself is signing the copy in the advertising of the brushless shave just as he is doing in the new campaign which broke recently on the company's shaving cream (lather type).

"I accepted the challenge to make a better brushless shave," he writes in the headline of one advertisement. "It can't be done"—that didn't mean a thing to me," he continues. "Men had asked me for it. And I was determined to come through with it: A brushless shave that would be as sensational as new and different as Mennen Shaving Cream (lather type) was when we introduced it nearly twenty years ago. My chemists and I worked thirteen months before we were satisfied. Today I am introducing the result—Mennen Brushless Shave!"

With the introduction of the new brushless shave the company now has four shaving products: shaving cream, brushless shave, skin balm and talcum for men.

Soviet Wants Registered Trade-Mark

THE Amtorg Trading Corporation, New York, which is the Russian Soviet's purchasing and sales agency in America, has applied to the United States Patent Office for registration of Solnic as a trade-mark for an insecticide.

Sale of this product, Amtorg informs PRINTERS' INK, is more or less concentrated during the months of March through to August.

No advertising, therefore, is planned this season, though thought might be given to the subject the latter part of this year in preparation for sales promotion next year.

To Publish "Pastime"

Pastime, a new publication devoted to puzzles, games and humor, will be published by The Howard-Scott Publishing Company, 246 Fifth Avenue, New York. Charles Howard is business manager and W. W. Scott, formerly assistant editor of *Life*, is editor. Irving Hoffman has been appointed advertising representative.

Tenth District Elects

William Collier, manager of the Better Business Bureau of Dallas, Texas; W. C. Grant, president of the Dallas Advertising Club, and Lorry Jacobs have been elected regional directors of the Tenth District of the Advertising Federation of America.

Changes Page Size

Cotton and Cotton Oil News, Dallas, Texas, will change its outside page size to 9 by 12 inches and its type page size to 7 by 10 inches, effective with the issue of October 1.

Gets Maple Sugar Account

The Cary Maple Sugar Company, St. Johnsbury, Vt., has appointed Lavin & Company, Inc., Boston, to direct its advertising account.

New Business at Fort Worth

The Independent Advertising Agency has been formed at Fort Worth, Texas. Mickey C. Levy is director and account executive.

With Friedman Agency

Hilda Weinberger has joined the Leon A. Friedman Advertising Agency, New York, as copy writer and account executive.



James A. Buchanan

60 YEARS in advertising

MR. BUCHANAN started his advertising life with N.W. Ayer & Son in 1873, continuing that connection for 40 years. After 20 additional years in the farm field, he is retiring to enjoy the fruits of his labor.

RIDDLE & YOUNG COMPANY

Chicago New York
Kansas City

Bill Hay's Radio Rules

OUR rules that will make for success in radio broadcasting were set down by Bill Hay, sales manager of WMAQ, Chicago, and well known as the announcer on the Amos 'n' Andy program, in a talk made last week before a meeting of the Milwaukee Advertising Club.

His recommendations follow: An advertiser must be fortunate enough to get a good program; wise enough to buy a good station;

shrewd enough to get a good hour, and smart enough to get an announcer who doesn't think he is a prima donna entertainer, but who is alive to the fact that he must be a salesman.

All that there is to an announcer's job, Mr. Hay said, is salesmanship. He should be able to sit down and study the advertiser's message, make it convincing and be able to get it over in as few words as possible.

* * *

Advertised Brands Proved to Be Best Profit Makers

(Continued from page 6)
plan. We are trying to help our department store accounts to pull their towel and sheet departments out of the rut in which they have fallen. We know that in 1931 the linen departments of most department stores reported an average net loss of from 1.6 to 6.2 per cent. We feel that there is no necessity for a well-run department to report a loss. It was in order to find out how profits may be obtained that we made a survey among those stores which were successful in obtaining profits.

Armed with these data—the suggested standards for a successful department and the results of our brand preference tests—we are able to answer any retailer who declares that there is no profit in the advertised brand.

It seems to me that it is about time manufacturers tackled this problem of putting profit into branded merchandise. Retailers are complaining in loud tones in almost every industry that they can't make a profit out of the nationally advertised brands.

The leading article in *PRINTERS' INK MONTHLY* for September "Put the Profit Back into Branded Merchandise!" puts this whole proposition fairly up to the manufacturer. In this article it was stated that most of the blame lies

on the shoulders of the manufacturer of advertised brands and that the solution to the problem must be found by him.

Actually, of course, the retailers themselves have created this situation. And some manufacturers have unwittingly helped make it worse.

There are a number of brands which retailers persist in selling without profit to themselves. In many instances they could make a worth-while profit if they only would. They have become so accustomed to marking down certain advertised brands that they do not stop to think that they may be cheating themselves.

If the retailer does not recognize the advantages of maintaining prices and attempting to get a reasonable mark-up, it is to a large extent the fault of the manufacturer. He should be able to prove that it is to the dealer's advantage to try to make a profit. The manufacturer should be able today to show the retailer exactly how he can make a profit.

That is what we are attempting to do. We aren't going to our dealers with fancy stories of what we think they should do. We aren't begging them to maintain prices. We are merely showing them what happens when the linen department is conducted sanely and sensibly.

A Trade-Mark for Flannery

TRADE-MARKS, which occupy so important a place in the business life of Burt Vaughn Flannery, vice-president and art director of Young & Rubicam, Inc., have extended their sphere of influence to his avocational pursuits as well. He owns one of his own for which he has applied to the Patent Office for registration.

This trade-mark, consisting of an illustrated pen-and-ink sketch of a cockade and the words "Cockade Farms," is used to distinguish the fresh corn grown on his farm at Darlington, Md.

It is less than five hours from his office to his farm which he uses not only for recreation but as a hide-away when busily engaged in creative work.

Win at Golf

Joe Dooher won the first flight of the September tournament of the San Francisco Advertising Golf Association held at Aptos, Calif. Fred Keast was runner-up. Keene Fitzpatrick won low net. Other flight winners and runners-up were: Second flight, James Caldow and Don Colvin; third flight, Jerry Todd and Lew Clark, and fourth flight, Burt Goodloe and George Marshall.

Has Hat Account

The Bronston Green Company, Inc., New York, has appointed Hirshon-Garfield, Inc., of that city, to direct its advertising account. Business papers are being used to feature a new patented straw hat, "Breez-way." Magazines will be added next summer.

Haugh Heads Echophone

Arthur T. Haugh, formerly general sales manager of the Zenith Radio Corporation, has been elected president of the Echophone Radio Manufacturing Company, Waukegan, Ill.

Joins Toledo Agency

Adolph Jansen, formerly an account executive with Wilson & Bristol, Inc., has joined the New York staff of the United States Advertising Corporation, Toledo.

Gets Flex-O-Glass Account

The Flex-O-Glass Mfg. Company, Chicago, has appointed Phelps-Engel-Phelps, Inc., Chicago, to handle its advertising account.

The Advertising Book of the Year

THE ADVERTISING AGENCY LOOKS AT RADIO

Radio Broadcast Advertising as Viewed by Eighteen Experts from a Dozen Representative Agencies

Edited by NEVILLE O'NEILL

The first detailed and comprehensive statement of the principles, problems and possibilities of radio advertising as viewed by practical men who have had the opportunity to test the power of this kind of advertising. A book of facts for every agency, advertiser, broadcasting executive and publisher.

Price \$3.00

D. APPLETON AND COMPANY
35 West 32nd Street - New York



MOST of the articles in each issue of the PRINTERS' INK Publications are of more than timely interest. Long after they appear you will find in them points that will help you decide a current sales or advertising problem of your own.

To facilitate in preserving copies we furnish binders that will be an attractive addition to your library.

These binders are sold at cost. The Weekly binder, holding ten or more copies, \$1.25, postpaid. Monthly binder, holding nine copies, \$2.00.

Printers' Ink Publications
185 Madison Ave. New York

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC.
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: AShland 4-6300. President, J. I. ROMER; Vice-President, ROY DICKINSON; Vice-President, DOUGLAS TAYLOR; Secretary, R. W. LAWRENCE; Treasurer, DAVID MARCUS.

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Atlanta Office: 87 Walton Street
Geo. M. KOHN, Manager.

St. Louis Office: 915 Olive Street,
A. D. MCKINNEY, Manager.

Pacific Coast: M. C. MOGENSEN, Manager,
San Francisco, Los Angeles, Seattle, Portland.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Canada \$4 plus duty \$2.60 a year. Foreign \$5 a year.

Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

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S. E. Leith	Allen Dow

Chicago: P. H. Erbes, Jr.

London: McDonough Russell

NEW YORK, SEPTEMBER 29, 1932

The Selling Mind It is an encouraging fact that the men whose job it is to start practical movements for increasing national business are sales minded.

Like Walter C. Teagle, Standard Oil president, who is working so hard on the share-work movement, A. W. Robertson, chairman of the board of Westinghouse, in charge of the Industrial Rehabilitation Committee, came to his high position through the sales end. He told a group of editors and business managers who had congratulated him on his ability to see the sales side of a broad national picture, that he ought to know a little about selling for he had once sold aluminum kitchenware from house to house.

Mr. Robertson's company is going to tie up its own industrial advertising closely to the rehabilitation campaign which some people prefer to designate rather a cam-

paign "to rebuild business profits."

This campaign is being organized by Mr. Robertson and his aides in every one of the twelve Federal Reserve districts and is based upon the best sort of sales psychology, namely that it would be greatly to the advantage of each business and of all business to modernize plants, buy new equipment.

Instead of a high-pressure sales campaign, Robertson's is to be a fact drive to let the industrial world know the why, the when and the how of rebuilding for profit.

Machinery can be bought at abnormally low prices; better production efficiencies will increase earning power from which wages and all purchasing power come; changes can be made now when plants are not busy; present obsolescence means not waste alone but losing opportunity for better profits.

The way it is hoped this national drive will work out is that it will furnish wages to men who produce the sort of goods (capital goods) which don't have to be consumed as fast as they are made.

These wages in turn are spent for consumption goods, so that a virtuous circle is set up.

When it is realized that more than half the total wages and salaries of employed persons in 1929 were paid out to producers of capital goods, the present drive takes on its proper importance.

It is fine to know that a man with a selling mind is heading it up and it is also to be hoped that many manufacturers, like him, will use this opportunity to tie their advertising up to the drive, selling their equipment and machinery for specific uses to prospects.

No free publicity or drive can do this. Editors, meetings, all the rest can only build a background.

Selling must be accomplished by paid advertising.

Vale Jordan Receivers for the Jordan Motor Car Company, trying to liquidate what is left of a once prosperous organization, have been offered \$150,000 for the company plant in Cleveland. This would provide general creditors

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profits." Organized bazaars in Federal Reserve banks have been a great help to business and to the plants,

but sales are to be a great industrial problem when and after the profit.

But at about the time of the earnings and changes in the plants are in full swing, the loss of sales.

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about 15 per cent of their claims—with nothing for stockholders.

Thus ends the Jordan automobile. But memories of Ned Jordan's advertising policy will linger on for a long while with those who appreciate skilled craftsmanship.

Copy writers are not going to forget his "Somewhere West of Laramie" advertisement; their memory will linger fondly over his tersely worded descriptions of bucking bronchos and the wide open spaces.

In all his copy writing he made no attempt to sell horse power, wheel base or four-wheel brakes; he sold romance, youth, the spirit of adventure. He appealed to the day dreams that envelop most of us to an extent, no matter how tough we may imagine ourselves to be.

But the advertising, amazingly good as it was, could not achieve the impossible. Something was wrong somewhere that even Ned Jordan's facile pen could not overcome.

Some of those who sit in the seat of the scornful will of course point to this business tragedy as indicating an inherent weakness in even the best of advertising. But their reasoning, if it can be dignified as such, will be wrong.

Good advertising, even when planned and executed by a master copy writer, is after all only a vehicle by which success can be achieved. It possesses no magical power; it cannot shovel profits into a business that has not within itself the inherent capacity to make at least some headway with no advertising at all.

Capitalism Still Lives The capitalistic system is on its last legs again, according to the *New Republic*—and all because the magazines and newspapers are not so big with advertising as they were away back then.

In a recent issue, this world saving publication picked upon *The Saturday Evening Post* in an effort to prove its point. And here is what it says:

"In June, 1929 when it (the *Post*), really flourished, four

weekly issues carried a total of 1,024,395 agate lines; in June, 1932, the most it could muster was 129,505."

The *New Republic* has become a bit mixed up in its figures. The *Post* put out five issues instead of four in June, 1929, and carried during that time 386,983 lines of business, not 1,024,395.

Thus there is a slight error of 637,412 agate lines.

If the figures the *New Republic* is continuously quoting as portending the downfall of the so-called money devil are no more nearly correct than these, we imagine the nation will have a chance to worry on under the capitalistic regime for a considerable time to come.

No More Panic

Harvey D. Gibson, president of the Manufacturers Trust Company, in addressing the New York State Savings Bankers last Thursday, said that the depression was still on but that the panic was over.

This is rather a nice distinction. But we believe Mr. Gibson can hardly be accused of splitting hairs.

Now that it is possible to speak of such things above a whisper it may as well be admitted that this country was in an awful fix for almost a year until the present signs of recovery became manifest a few weeks ago. The condition was one of a withering panic suddenly striking in the midst of a depression—adding insult to injury, as it were.

Business had become so accustomed to reduced rations that it hardly visualized the full force of the devastating famine of the first part of 1932. And this condition doubtless helped it to keep up its morale.

With the panic out of the way, dealing with the depression is another matter—something in which Mr. Gibson thinks real progress is being made.

It is his idea that there will undoubtedly be occasional relapses in the building up processes "but they should be temporary and of minor significance."

All of which makes encouraging reading as we move along into old October.

The Outworn Loss Leader A young and successful manager of a grocery chain unit made the remark recently that the loss leader is on the way out. It has outlived its usefulness so far as the present is concerned, he contends, to be replaced by a policy of selling all items at a reasonable profit.

That his was not a lone voice in the wilderness seems indicated in a statement made by W. N. Haraway at the annual meeting of the National Piggly Wiggly Operators Association, of which he is the retiring president. Said Mr. Haraway:

"The sensible way is to go forward with the fundamentals of good business as our battle flag. These fundamentals are: Get more than our merchandise cost, plus the cost of selling it, thereby leaving us a fair profit. Keep our stores attractive and our personnel also so attractive that we can secure sufficient volume to make a profit at reasonable selling prices. Tell the public about our attractive stores, attractive prices and courteous personnel."

It is only logical to make the reservation that the loss leader is a fundamental instrument of nearly all retail merchandising. But it can be overworked to the point where its usefulness as a builder of store profits is lost. When every store is offering several loss leaders, the theory that the buyer's profitable allegiance will be secured by any particular retailer breaks down. The housewife spots her locations and buys the low-priced items, and piles up losses for all concerned.

Now that profits are the vital need of both business and our economic welfare, it is well that the loss leader be turned into the pasture for at least a temporary vacation. Many benefits can follow, not the least of which is the elimination of the advertising allowance racket.

There is an even better reason, however, for the retirement of the loss leader at this time. A merchandising element that is as dramatic and strategic an attraction

to the consumer as the famous J. C. Penney overalls in their earliest and palmiest days is now available for use. Its name is quality.

Speed; Then Perfection Gilbert H. Montague of the New York Bar told the

National Petroleum Association at its recent meeting at Atlantic City that a delayed legislative masterpiece in regard to the anti-trust laws is not so important as emergency relief now.

"The old anti-trust laws persist," he said, "because competition until recently has been the corner-stone of American economic, social and political philosophy."

At present these old laws are believed by many competent observers to stand in the way of real business recovery. Cut-throat competition, and the sale of goods at less than cost is making profits impossible in many industries. Yet out of profits must come wages and all the purchasing power now so badly needed to take care of even present curtailed production.

There is no such thing as a permanent settlement in the relation of Government and business because each generation in American politics has always insisted on seeking its own solution for changed economic problems.

Permission is needed, under Federal supervision, for associations of leaders in each industry, to re-establish business profitably.

A fixed minimum price on the basis of cost, subject to Federal approval, leaving competition to battle openly for trade on a price which represents some profit, seems a better idea for these times than a constant threat that if business men co-operate openly for the betterment of their own industry, honest competitors as well as themselves, they may be hauled into court on the old anti-trust laws.

Speed in arriving at some understanding of a business man's right to co-operate for industrial betterment seems far more important now than the promise of a long investigation later.

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Newell-Emmett Company

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Advertising • Merchandising Counsel

40 EAST 34TH STREET

NEW YORK

**AN ADVERTISING
AGENCY FOUNDED
ON THE IDEA OF
RENDERING SERVICE
OF EXCEPTIONAL
THOROUGHNESS TO
A SMALL NUMBER
OF ADVERTISERS**

CLIENTS

Liggett & Myers Tobacco Co.

Western Electric Company

Loose-Wiles Biscuit Co.

Graybar Electric Company

Assn. of Amer. Soap and Glycerine Producers

Group IV, N. Y. State Savings Banks Assn.

Bell Telephone Securities Co.

The Manhattan Company

Bigelow-Sanford Carpet Co., Inc.

American Tel. & Tel. Co. (Trade Mark Service)

Equitable Life Assurance Society

Copper & Brass Research Assn.

"NOT HOW MUCH, BUT HOW WELL"

The Little Schoolmaster's Classroom

A SNIFF of a pleasant odor, it was reported at the recent annual meeting of the American Psychological Association, improves the eyesight temporarily. This is obviously of significance in the world of printed advertising, what with the constant competition for attention.

The Schoolmaster recalls that several years ago an advertiser or two resorted to scenting direct mail, but in those cases the idea was to capitalize the attention value of the smell itself. Now that it is known that an odor actually sharpens visual perception, we may well look for a renewed and considerably wider use of the scent element in advertising. For the present, the idea seems limited to mailing pieces, but who knows but what science may find a way to impart individual odors to publication pages. Four colors and a smell or two ought to bring pretty high visibility.

The psychologists' experiments show that a pinch on the hand also makes eyesight keener. The Schoolmaster from here on will adopt a policy of extreme wariness in dealing with postal items. Sooner or later some advertiser is going to enclose a mouse-trap with each mailing piece.

* * *

One lesson that advertisers have learned from the period of decreased purchasing power is that it is wise, even for the quality product, to have low-end companions. For instance, the Schoolmaster was told by the sales manager of a brick manufacturing company which had long prided itself on quality products and had held out stubbornly against low-end lines, that its fears proved unwarranted.

When times grew hard what happened was this: Builders could not pay the \$80-per-thousand price for the highest grade enameled brick, so they did not even consider the top-grade manufacturer. Often he

didn't even have a chance to tell his quality story.

Then the step was reluctantly taken and a glazed brick was added to the line, to sell around \$55 per thousand. The result has been that the glazed brick is fending off competition from other lower priced bricks on the high priced line. When buyers talk to salesmen now about a cheaper brick, they can say, "Here it is. We have the same thing, but—"

In this way this manufacturer is able to bring those with the means back to the better product, and at the same time he has been able to build up a considerable sales volume and profit from the lower priced line, all of which used to go to competitors. Moreover, having the lower priced line when buyers actually want it keeps customers with the company, instead of sending them to competitors who might be able to hold their future business.

There is probably some of the same sales philosophy back of Frigidaire's new refrigerator in the \$100 price zone, and Royal's new low-priced typewriter. No manufacturer can afford to be snooty about price, if he can turn out a product fit to bear his name which will fend off low-end competition.

* * *

In his morning mail, the advertising manager received an elaborate portfolio containing the presentation of a new kind of advertising medium. Page by page the advertising manager went through the book and was quite impressed by the story. "I wonder what the rates are," he asked himself, and decided to write for further particulars.

Calling his secretary, he dictated a letter and told her to send it to the company which had mailed him the portfolio. But the secretary was unable to find the name of the company. The advertising manager searched, too, and way in the back of the book, in small type, in with a lot of other information was the

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company name. But there was no address. Once more a search was made but nowhere could the address be found.

Because he was particularly interested, this advertising manager made several inquiries and finally found someone who knew where this company was located.

Such an obvious thing, the inclusion of the company name and address in any sort of a sales message. With a new company, such as this one, the name and address are most important.

Funny how little things are often forgotten.

* * *

The so-called advertising allowance which gets by in boom times may become a boomerang when business is not so good.

The Schoolmaster was told about a case the other day which illustrates this. When sales of his product were at a high level a certain manufacturer made liberal allowances to department stores for advertising purposes. To seventeen large stores he handed out \$1,000 apiece, which, of course, was only another form of price cutting, in large part.

Everything was rosy and this manufacturer was a fine fellow—while the boom lasted. When times got tough he could not continue to put up big lump sums of cash. Now there is one thing about the advertising allowance which has long since condemned it for thinking executives, and that is that it must be administered in increasingly large doses to satisfy those who receive it. Having got some allowance, stores will demand more next time. It is a concession and concessions are a sign of weakness, and it is the way of business to press for further advantages at the weak points.

Therefore, it happened that when this manufacturer had to cut out his large advertising allowances, the reaction was a questioning—"What is wrong with So-and-So?" And gratitude, especially in business, being best defined as "a lively expectation of favors to be received," the stores which had long taken this manufacturer's liberal

Sixty WORLD-FAMOUS AD-EXPERTS,

each an authority in one special field of advertising, have contributed as many chapters to a remarkable compendium,

**The First
Definitive Analysis
of the
Profession**

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Paul Hollister
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Conde Nast
Barron Collier
Malcolm Muir
Roy Dickinson
etc., etc.

All Bookstores \$5.00

MACMILLAN

\$25 For a name!

A new hand-operated, distinctly different, orange squeezer wants a name.

Squeezer lists for \$2.95. Will soon have electric squeezer and mixer as part of "family." So name should apply to all.

Rules: Names must be mailed by midnight, October 6th, 1932.

If winning name is submitted by more than one person—each gets \$25.

Mail Entries

"N," Box 66, Printers' Ink

PUBLIC RELATIONS, ADVERTISING MAN WITH EXCELLENT RECORD IS NOW AVAILABLE..

He will bring with him a background rich in contacts and experience . . . gained as a newspaper editor, Washington correspondent, executive of a nationally known advertising agency, co-author of books on nationalities and international and inter-trade relations. He knows his Wall Street and his Washington . . . and his Hollywood, too, for he has assisted the outstanding companies, banking houses and personalities in these centers. Yet, despite his richness of experience, he is young in years—34—young enough to appreciate the problems of today and the needs of tomorrow. A college man, married and a home owner, he invites your correspondence.

For a personal interview, whether on the Eastern seaboard or in the Central West, or, an exchange of correspondence, address "M," Box 65, Printers' Ink.

advertising allowances turned their backs on him and gave their business, as one man, to competitors who had always been hard-headed about "allowances" of any and every kind.

* * *

A food product manufacturer has been sending sample cans of his product to housewives. The full-sized containers are made of cardboard and a sample can carries a note of warning to this effect:

"The contents of this can should be removed immediately as this product does not keep indefinitely in tin. Full-sized packages will keep for a long period of time."

That isn't the exact wording but it is near enough. If that is good sales psychology, then the Schoolmaster has been poorly instructed. Supposing a woman receives her sample and sets it aside, expecting to use it later. Finally, she gets around to trying it, only to find this warning on the top of the can. What will she do? Throw it out, of course.

In addition, this warning might make her question the merit of the product.

* * *

Advertisers are constantly figuring their consumer inquiry costs but your Schoolmaster doubts if any have raised the question of inquiry costs as these may affect the consumer's pocketbook. He has in mind an immediate experience where the cost to a prospect was 40 cents.

The prospect has still to realize on her expenditure. All that was wanted was information.

A large space advertisement, read by this prospect, featured a new product which is to sell for more than \$500. Because of many variables that attend installation, no price was mentioned. A telephone number was given, presumably to catch those individuals who act on impulse and who may not take time to write.

This prospect did telephone and was asked to hold the line and did so for eight minutes during which time there was no further sign of human life at the other end.

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She might have lost all interest were it not that the suburban toll charge already incurred impelled her to try once more.

This time she was told that price varied according to conditions and could not be stated, not even approximately. Of course there was a dealer in her neighborhood, whose name she was given for further inquiry. No attempt was made to get her name or to promise that the dealer would communicate with her.

To the Schoolmaster this incident furnishes a text of rebuttal for those who decry high inquiry costs without a full understanding of a particular situation. Careful preparation for what follows in the wake of an advertisement is as important as conference discussions on details of the advertisement itself.

* * *

How to keep the sales organization informed of current advertising activities is something of a problem for those companies with many products and multiple activities.

One solution of this problem is the advertising schedule in calendar form which lists activities by days of the month. Calendars have been used in the past by some companies to visualize the various stages of special sales drives. But a good example that has come to PRINTERS' INK of a completely developed calendar of advertising and merchandising activities, issued regularly each month, is that of the grocery products division of Standard Brands, Inc.

Previous to January of this year, when the calendar idea was adopted, this company relied upon the usual schedule. But it was difficult to keep radio broadcasts and the publication dates of periodicals straightened out; the schedule gradually became as involved as a transcontinental railroad time table. Few salesmen, or even branch managers, would take the time to figure it out.

The new monthly calendar sweeps away the alibis of those who previously might have pleaded ignorance of advertising schedules.

An Unusual Man!

For six years Gen'l Sales Mgr. and Vice-Pres. in charge of sales for a group of world-famous industries. For four years Gen'l Sales Mgr., with a place on the Board of Directors of one of the best-known Oil Concerns, established in 1865, doing business here and in six foreign countries. For four years Gen'l Sales Mgr. of a Service Concern which employs 150 first-call Salesmen. For four years Adv. and Sales Mgr. of a Gen'l Wholesale Concern doing a business of \$30,000,000 a year.

Age 44 years. American, Christian, married, owns his own home; well bred, well read, well educated and world traveled, and a good speaker. Accustomed to earning \$12,000 a year with a bonus. For appointment

**Address "L," Box 64
Printers' Ink**

A big chance for A BROADCAST ADVERTISER

For 4 years I have directed one of radio's outstanding programs. Beginning in classic and symphonic music, it has followed every trend of popular taste. Now each weekly presentation is greeted by an unusually responsive audience of over three million people. My work has included program arrangement, talent selection, publicity interest, merchandising application and other elements vitally essential to successful Broadcast Advertising. I would like to talk to an advertising agency that wants exceptional effectiveness in their radio department—or—a firm that desires to make their Broadcast Advertising profitable. Complete and interesting details by addressing "W. W." Box 61, Printers' Ink.

Sales Managers, Please Note

These days consumer consideration and acceptance can be stimulated only through some exceptional or unusual appeal. Maybe an otherwise good sales program of yours has lacked the necessary punch somewhere along the line and would have proven more successful if a well-selected premium had been added.

We are in the metalwares manufacturing business, seventeen-acre plant, AAA1 rating, and are in a position to make surveys, analysis of sales programs and assist in selecting the right kind of premiums for you. No obligation. We will be of help to you.

Address "J,"
Box 63, Printers' Ink

Net paid circulation

20,067

(A.B.C. June 30, 1932)

Advertising Rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one inch, minimum, \$10.50. Classified, 75 cents a line, minimum order \$3.75.

PRINTERS' INK

(Weekly)

185 Madison Ave., New York City

Printed in three colors on heavy paper, with metal stiffeners at top and bottom, it is about thirty inches wide. Down the left-hand side of each of the spaces allotted to the days of the month are pictured the five grocery products, in packaged form—Chase & Sanborn's coffee and tea, Fleischmann's yeast, Royal desserts and baking powder. Opposite each product is listed the name of the periodical advertisement or radio broadcast scheduled for that particular day.

Branch managers are supplied with rubber stamps for indicating in the proper spaces the names of newspapers carrying campaigns in their territories. Other activities, such as advertisements in specialized mediums, are listed in the spaces at the beginning or end of the month. Special sales drives are also noted by a color screen covering the days of their duration.

On the bulletin boards of each of the 800 agencies these calendars are hung each month where every one in the sales organization can see them. Branch managers are not instructed on how to tie in their sales efforts with these activities; rather the company puts it up to them to develop their own ideas.

Publishers—Save Money

DUUE to highly favorable conditions as to labor and overhead, we can quote exceptionally low prices on publications to publishers who can pay promptly. Printers of several New York publications for years. High-grade work; A-1 service; 2 hours from New York. Ask for samples. Let us estimate.

STRYKER PRESS, WASHINGTON, NEW JERSEY

TORONTO
HALIFAX
MONTREAL
WINNIPEG
LONDON, Eng.

"GIBBONS KNOWS CANADA"

J. J. GIBBONS Limited
CANADIAN ADVERTISING AGENTS

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Classified Advertisements

Rate, 75c a line for each insertion. Minimum order, \$3.75
First Forms Close Friday Noon; Final Closing Saturday

ADVERTISING AGENCIES

MAIL ORDER SPECIALISTS

Display and Classified Ads Written—
Inserted All Magazines, Newspapers

MARTIN ADVERTISING AGENCY

171A Madison Ave., New York, Est. 1923

BUSINESS OPPORTUNITIES

MAIL ORDER BUSINESS WANTED

Established, having present and future possibilities. Will buy outright or make investment as partner. Give complete details. Box 553, Printers' Ink.

HELP WANTED

SALESMAN with Agency contacts, represent well-known Studio of Design, Layout, Lettering. Fine Example Book; new Advertising Booklet ready. Straight commission. Edwards and Beers, 959 Eighth Avenue, New York.

ADVERTISING SALESMAN to work Pittsburgh territory on a group of leading trade papers, leaders in their fields. Straight commission basis. Must have car. Opportunity for right man. Write, giving full particulars, Box 554, P. I.

MISCELLANEOUS

For humorous radio programs and continuities that sell merchandise, consult James Madison, 465 S. Detroit St., Los Angeles. Have written for Eddie Cantor and other foremost stars. Agency work solicited.

ONE (1) SET O TYPE
GIVE AGE, PRICE, CONDITIONS,
AND COMPLETE INFORMATION.
THE NEWPORT ROLLING MILL
CO., NEWPORT, KY.

DESK SPACE

Or attractive office, for rent in small N. Y. C. agency. Good location, attractively furnished, in new advertising center. Stenographic and telephone service available. Box 551, Printers' Ink.

FOR RENT outside office space in the Tower Building, 6 North Michigan Avenue, Chicago. Office completely and attractively furnished. Rental \$30 a month includes cleaning, light, etc. Ruth Hamblen, Room 1512, 6 N. Michigan Ave., Chicago. Telephone: Dearborn 9560.

POSITIONS WANTED

Former Auditor of Agency desires connection as Manager, Comptroller or Treasurer. Experienced with national accounts. College graduate. References. Box 541, Printers' Ink.

CREATIVE ARTIST. EXCELLENT IDEA MAN. DESIRES CONNECTION WITH PROGRESSIVE ADVERTISING AGENCY or publication, willing to pay rent. Box 547, P. I.

ADVERTISING MANAGER, was head of New York department stores, can give part time to reputable retailer, wholesaler or national advertiser. Reasonable terms. Box 548, Printers' Ink.

NAM YOUR OWN TERMS

Agency executive with exceptional background wants sales or advertising work—any basis—with good people. Box 543, Printers' Ink.

Creative Artist—Versatile—Layouts—Figure Work—Illustrations—Designing—All mediums in Black and White and Color. 15 years' thorough experience—Moderate Salary. Go anywhere. Box 542, P. I.

Business, Professional or Association Executive: Young woman as your "right-hand man." Exceptional secretarial background, character, personality, capacity, as business leaders will testify. Box 549, P. I.

Experienced in trade journalism, solicitation, merchandising, publishing, with years of successful executive administration, and with education and background, desires contact with organization. Box 550, Printers' Ink.

AND PRODUCTION

R Knowledge of typography, engraving, paper, printing. Can produce distinctive layouts, fine hand-lettering, finished art. Box 552, P. I.

CREATIVE ADVERTISING MAN

28—combines "brass-tack" merchandising knowledge and fine artistic ability. Copy, layout, art, production in all phases of advertising. A "find" for agency, manufacturer or retailer. "1932-budget" salary requirement. Box 545, P. I.

REAL SALESMAN WANTS REAL JOB

Consistent producer throughout depression. Diversified experience in field and executive capacity. You must sell him on substantial future earning opportunity. Box 544, Printers' Ink.

Asst. Advertising Manager—Dealer Help Specialist—6 years' executive sales experience—know preparation, production, national distribution, window displays, etc., to drug, hardware, grocery trades. Age 27, college education, married—Protestant—moderate salary. Location secondary. Box 540, Printers' Ink.

DIRECT MAIL ADVERTISING PRODUCTION MANAGER—Five years with one of the largest direct mail houses. Supervision of plant, purchasing, estimating, planning campaigns and contacting national accounts. Sixteen years of excellent selling and management experience. Box 546, Printers' Ink.

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of our articles or quotations from them for stock-selling schemes is never authorized.

YES THERE IS A SANTA CLAUS



IN every one of the millions of homes in America, that jolly old fellow will be expected this Christmas.

Many well-known companies make their entire year's profits in the last month thru the holiday trade. Some of the most successful of these have us help them with their Christmas catalogs and folders year after year.

Why not let us tell you how easily and inexpensively you can get your share of this Christmas trade? We will be glad to give you the benefit of our great experience in helping others.

Call us **NOW** while there is plenty of time before the holiday rush.



Telephone
MEDallion
3-3500

CHARLES FRANCIS PRESS

Printing Crafts Building

461 Eighth Avenue - New York City

employment

in Chicago factories* during August gained 3.9% over July—the largest per cent of increase for any August back through 1921. PAY ROLLS in the same factories rose 9.1%—the largest per cent of increase for any month since 1924.

25

Factory employment in Chicago (August compared with July)

1932.....	3.9 % up	1925.....	0.8 % up
1931.....	0.1 % up	1924.....	0.7 % down
1930.....	1.9 % down	1923.....	0.8 % down
1929.....	1.0 % up	1922.....	1.3 % up
1928.....	1.0 % up	1921.....	0.6 % up
1927.....	0.1 % up	1920.....	No figures collected
1926.....	0.1 % up		

*As reported by more than 500 leading Chicago manufacturers to the Bureau of Statistics of the Ill. Dep't of Labor.

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